

January 3, 1962

Dr. David M. Silverstone  
Director, Audio-Visual Center and  
Associate Professor of Education  
University of Bridgeport  
Bridgeport 4, Connecticut

Dear Dr. Silverstone:

Harold Hill has forwarded to me your letter of December 14th. The only suggestion which I would have for funds to do what you propose would be the U. S. Department of Health, Education, and Welfare. (I am assuming here that you have a research proposal, and not merely a proposal for the development of a teaching method.) The Cooperative Research Branch of the Department of Education supports virtually any kind of good educational research. The New Media branch of the Department will support any good research which appears to have important implications for better utilization of any of the newer media of education. This would include radio, recordings, television, films, etc. I would suggest that you write to these offices for details on their programs.

I hope that this is the sort of information which you want.

Sincerely,

Samuel L. Becker  
Director, Division of  
Television-Radio-Film

SLB:mw

cc: Harold E. Hill

P. S. By the way, I obviously do not know what your proposal is but it seems to me that some very good research has been done on listening since 1930. The problem is that it is not always labeled as "listening." Actually, any of the research on factors affecting retention, evaluation, etc., by my definition, fall into the category of "listening" research.

COPY

Sent for the information of

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

1346 CONNECTICUT AVENUE, N. W.  
WASHINGTON 6, D. C.

December 21, 1961

Dr. David M. Silverstone  
Director, Audio-Visual Center and Associate  
Professor of Education  
University of Bridgeport  
Bridgeport 4, Connecticut

Dear Dr. Silverstone:


In reply to your letter of December 14, I regret to inform you that the NAEB does not have any funds to assist with research projects.

Several years ago, when we were still receiving funds from the Ford Foundation, we had an annual grant which permitted us to lend limited assistance to certain research projects in the educational broadcasting field. Unfortunately, now that we are largely self-supporting, we have had to abandon many of the grant programs we used to have.

I am sending a copy of this letter, with your letter, to Dr. Sam Becker at the State University of Iowa. Dr. Becker is chairman of our NAEB Research committee and he may have some ideas which would be helpful to you.

I regret that we are unable to offer any financial assistance, but I am sure you understand our problem.

Sincerely,

  
Harold E. Hill  
Administrative Vice President

HEH/mlm

cc: Dr. Sam Becker



University of Bridgeport  
Bridgeport 4, Connecticut

RECEIVED  
NAEB HEADQUARTERS

DEC 19 1961

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

AUDIO VISUAL CENTER

December 14, 1961

N A E B Headquarters  
1346 Connecticut Ave., N.W.  
Washington 6, D.C.

Gentlemen:

I am a member of the N A E B and am writing to ascertain whether resources are available for research.

I have a proposal I would like to pursue. It is in the important area of LISTENING.

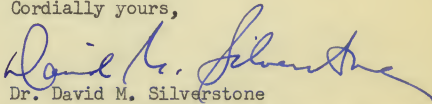
The problem basically resolves itself in two areas, both of which are closely related. 1- Identification of methods for retraining teachers in the art of listening.

2- Development of procedures to promote the teaching and creation of "good" listening habits in children.

The Education Index indicates nothing of value to this proposal before 1930 through the present. The Encyclopedia of Education Research, 1960 edition, indicates "the implication appears to be that the direct teaching of listening is necessary."

If you are interested in such a proposal and would care to examine it, I would be pleased to submit it for your perusal.

Cordially yours,

  
Dr. David M. Silverstone  
Director, Audio-Visual Center and  
Associate Professor of Education

DMS:eb

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

January 5, 1959

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS  
119 GREGORY HALL  
URBANA, ILLINOIS

Dr. Sam Becker  
464 Riverside Drive  
New York, New York

Dear Sam:

We have Research Grant-in-Aid applications from:

Raymond T Bedwell, Jr., Ohio State University  
SUBJECT: To photograph and catalogue materials related to  
the history and development of radio broadcasting in the  
United States to 1934.

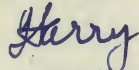
Keith Engar - University of Utah  
SUBJECT: A TV course for college credit on the subject of  
The Slide Rule.

Warren L. Hickman - Ithaca College  
SUBJECT: A study of Ithaca's television program which is  
produced by the Department of Economics and Business.

George Washington University - Lillian Brown  
SUBJECT: A Follow - up operation of the program "Focus on  
Latin America" which was a joint project with NBC.

To whom would you like to have them sent? They are in five copies.

Sincerely,



Harry J. Skornia  
Executive Director

HJS:jg



*file: NAEB Grants in Acc*

National Headquarters  
14 Gregory Hall  
Urbana, Illinois

November 6, 1959

Mr. Philip Lewis, Director  
Bureau of Instruction Materials  
Board of Education  
228 North La Salle Street  
Chicago 1, Illinois

Dear Phil:

Not too sure we'll have research grants this year. Reserve funds have had to be dipped into. Hence, I can't make even a minor commitment until we see how well we succeed in getting funds. We shall try, and if we get, you'll be the first to hear.

Best regards,

Harry J. Skornia  
Executive Director

HJS:jp

CC: ✓ Mr. Sam Becker  
Mr. William Harley

*Sam: He had asked in -  
for Research Grant \$ 700.00  
and --- some 700.00  
or so  
H*

to all members of  
committee & Harley & Skornia

3/22/59

Through the diligent effort of most of the members of the NAEB Research Committee, and the cooperation of all of the would-be ~~researchers~~ broadcast researchers who failed to submit applications, the first task of ~~the NAEB~~ our committee for 1959 was ~~dispatched in~~ dispatched in record time. I am still not sure why we have failed to get a better response to our grants-in-aid program. Admittedly, \$500.00 is small pickings when compared to some of the money floating around these days but, unlike most such grants in broadcasting, ours are available for graduate students working under capable direction. This should certainly be an inducement. Also, our notices went out much earlier this year than they have for a number of years. We tried to place them in the hands of stations and departments ~~right~~ just after the opening of the academic year. As Irv Merrill has indicated, if any of you have ideas ~~for~~ the improvement of ~~this~~ this grants program, please offer them.

Equally important, we would appreciate any suggestions which you have for ways in which you feel our committee might ~~serve~~ serve educational broadcasting or broadcast research. This is not to say that I think we ought to look for something to do to keep busy, simply because someone has designated us as a committee. (I am certain that none of you need additional suggestions for ways to keep busy.) However, if there is a need which we might fill, I think that it should be considered by the committee. The NAEB currently has two or three proposals ~~before~~ before the Department of Health, Education, and Welfare (under Title VII of the Hill-Elliott Bill). If one or more of these goes through, ~~there will~~ there will certainly be a need for advice and assistance of members of the research committee. ~~From if the proposals are adopted, there will be a need for~~

I am looking forward to hearing from you. ~~By the way,~~

Best

Samuel L. Becker, Chairman  
NAEB Research Committee  
106 Morningside Drive  
New York, 27, N.Y.

February 6, 1959

Harry Skornia  
NAEB Office of Executive Director  
University of Illinois  
119 Gregory Hall  
Urbana, Illinois

Dear Harry:

The Research Grants-in-Aid Sub-committee suggests the following grants:

Raymond T. Bedwell, Jr., Ohio State University  
SUBJECT: To photograph and catalogue materials related to the history and development of radio broadcasting in the United States to 1934. \$500.

Keith Engar, University of Utah  
SUBJECT: To research the effectiveness of a TV course for college credit on the subject of the Slide Rule. \$500.

Warren L. Hickman, Ithaca College  
SUBJECT: A study of the Ithaca College television program, produced by the Department of Economics and Business. \$200.

Lillian Brown, George Washington University  
SUBJECT: A Follow-up study of the program "Focus on Latin America" which was a joint project with NBC.

-0-

Total suggested grants: \$1,200.

This is a red-hot sub-committee to be able to get a report in ahead of time. Too bad that there isn't more money and more projects.

I am looking forward to seeing you in East Lansing at the Region III meeting.

Sincerely,



Irving R. Merrill  
Director of Television Research

IRM:mah  
CC:

Dr. Samuel Becker  
Mr. William G. Harley

CAN'T FIND YOUR ADDRESS - PLEASE FWD TO ME.



# MEMORANDUM

TO: John B. Ellery  
Kenneth Harwood  
Dallas W. Smythe  
Bruce H. Westley  
Sam Becker

FROM: Irving R. Merrill

SUBJECT: NAEB Research Grants-in-Aid

1. The attached copy of the letter to Harry Skornia is for your files.
2. The vote for projects went as follows:

	Committee Member					Total
	A	B	C	D	E	
Bedwell	5	0	5	5	5	20
Engar	0	5	5	5	5	20
Hickman	5	2	0	0	0	7
Brown	0	1	0	0	0	1
						48

Assume each point worth \$25. Move the point for Brown to Hickman to round-out grant.

3. Thank you very much for your prompt assistance.
4. It is heartbreaking that we could do this job so quickly. I wonder if these "pump-priming" grants are getting small project broadcast research off the ground. This area is very important. What's wrong: publicity; size of grants; the whole idea? Let us hear from you.



NAEB  
National Endocrinologists  
14 Gregory Hall  
Urbana, Ill.

March 9, 1959

Mr. Ken Kager  
Operations Manager  
School of Communications  
University of Washington  
Seattle 5, Washington

Dear Ken:

For the Journal article, send to Schooley. Tyler does only the monthly editorial. Between 1,500 (ideal) and 2,000 words. Would like picture of the author and/or any other pictures or graphs that might supplement the article.

I think sending your extra copy around, to Research Committee, might be a good idea, starting with Becker. Incidentally, besides those listed, Dallas Smythe is also a member.

I was glad to make the Phoenix meeting. I only wish I'd had a bit more sleep, so my contributions could have been better.

Sincerely,

Harry J. Skornia  
Executive Director

hjs:rs

CC: Mr. F. E. Schooley  
✓ Dr. Samuel L. Becker

February 21, 1959

Mr. Larry Walcoff  
Assistant Program Director  
Radio Station WSUI  
The State University of Iowa  
Iowa City, Iowa

Dear Larry:

First of all, congratulations on the MA, the forthcoming child, and your decision to move, which I believe is a wise one. I have sent off the first recommendation form and will send off the others as soon as I receive them. I do not know of a job in the East at the moment but will certainly keep my eyes open and let you know if I do hear of one.

I appreciated your sending me an outline of the results of your study. (I have not yet received the record but looking forward to hearing that also.) It occurred to me that you ought to extract the most important parts of your study and write them up for publication in the NAEB Journal. I believe that there are parts which are relevant not only to WSUI but to anyone interested in in-school radio broadcasting today. If you like, I would be happy to look over and criticize anything you wrote before you submitted it to the Editor. (Don't feel obligated to send it to me first. I do think that it is a good idea, in general, to have someone other than yourself take a good hard look at it before you do the final draft.) I am sure that there are other persons on the campus who would also be happy to look at it.) I think that this sort of publication is one of the responsibilities of a researcher. Your job is not really completed until you do this. Also, looking at it selfishly, this would be good for you professionally. It would look good on your record to have a publication. It would also make your name familiar - at least more familiar - to the operators of educational broadcasting stations and production centers.

If you decide to write this up for the NAEB Journal, I would think that points 1, 2, 4, 5, 6, 7, and 8 in your summary and 2 and 4 in your recommendations should be included - though not necessarily in the form in which you have them of course. For example, on point 2 of the summary, we need an educated guess - or hypothesis - on the real reasons for not listening more. Does your study give you some basis for some hypotheses about this - hypotheses which later studies might test? You say that after ten years the methods of utilization have remained fundamentally the same. From this study and the thinking you have done about it, should this be? If changes should have occurred, what do you think they should be? Then you need some solid recommendations which might help educational broadcasting generally. In all of this, try to dig out of your study and experience those ideas which everyone does not already know - or think he knows.

Again, thank you for writing. Good luck in your job seeking. Keep me informed of how it goes.

cc: Dr. Harry Skornia, Executive Director, NAEB

February 13, 1959

Mr. Ken Kager  
Radio Station KRMW  
The University of Washington  
Seattle 5, Washington

Dear Ken:

I hope to read at least part of your study more carefully, soon. Meanwhile, why don't you do an article on it for the Journal? About time we had you as an author. Then we'll hope you get it published elsewhere, as widely as possible. We want to help and encourage, not hold back, any such publication, anywhere.

It's just about the finest thing we've had out of grants-in-aid, Ken. Our sincere congratulations.

Sincerely,

Harry J. Skornia  
Executive Director

P. S. Were copies sent any members of the Research Committee? If not, I can diggle one around.

HJS:JO

cc: Research Committee members

February 10, 1959

Mr. Raymond T. Bedwell, Jr.  
Ohio State University  
Office of Radio-Television Education  
Columbus 10, Ohio

Dear Mr. Bedwell:

It is a pleasure to inform you that the NAEB Research Grant-in-Aid Sub-Committee, chaired by Dr. Irving R. Merrill, has approved your application for a Grant-in-Aid in the amount of \$500.00: To photograph and catalogue materials related to the history and development of radio broadcasting in the United States to 1934.

The conditions contained in the announcement, and as set forth in your application, are acceptable.

Before a check is issued for this grant, from W. K. Kellogg Foundation funds, would you please let us know precisely how this check is to be made out, and what will be your procedure for accounting?

We look forward to the results of your study, and are happy to be able to provide this support.

Sincerely,

Harry J. Skornia  
Executive Director

hjs:rs

CC: Mr. William G. Harley  
✓ Dr. Sam L. Becker  
Dr. Irving R. Merrill  
Dr. Kenneth Harwood  
Dr. John Ellery  
Dr. Dallas Smythe  
Dr. Bruce Westley



February 10, 1959

Dr. Keith Engar  
Station KUED  
University of Utah  
Salt Lake City, Utah

Dear Keith:

It is a pleasure to inform you that the NAEB Research Grant-in-Aid Sub-Committee, chaired by Dr. Irving R. Merrill, has approved your application for a Grant-in-Aid in the amount of \$500.00: To research the effectiveness of a TV course for college credit on the subject of the Slide Rule.

The conditions contained in the announcement, and as set forth in your application, are acceptable.

Before a check is issued for this grant, from W. K. Kellogg Foundation funds, would you please let us know precisely how this check is to be made out, and what will be your procedure for accounting?

We look forward to the results of your study, and are happy to be able to provide this support.

Sincerely,

Harry J. Skornia  
Executive Director

hjs:rs

CC: Mr. William G. Harley  
✓ Dr. Sam L. Becker  
Dr. Irving R. Merrill  
Dr. Kenneth Harwood  
Dr. John Eliery  
Dr. Dallas Smythe  
Dr. Bruce Westley

February 10, 1959

Dean Warren L. Hickman  
College of Arts and Sciences  
Ithaca College  
Ithaca, New York

Dear Dean Hickman:

It is a pleasure to inform you that the NAEB Research Grant-in-Aid Sub-Committee, chaired by Dr. Irving R. Merrill, has approved your application for a Grant-in-Aid in the amount of \$200.00. A study of Ithaca College television programs, produced by the Department of Economics and Business.

The conditions contained in the announcement, and as set forth in your application, are acceptable.

Before a check is issued for this grant, from W. K. Kellogg Foundation funds, would you please let us know precisely how this check is to be made out, and what will be your procedure for accounting?

We look forward to the results of your study, and are happy to be able to provide this support.

Sincerely,

Harry J. Skornia  
Executive Director

hjs:rs

CC: Mr. William G. Harley  
✓ Dr. Sam L. Becker  
Dr. Irving R. Merrill  
Dr. Kenneth Harwood  
Dr. John Ellery  
Dr. Dallas Smythe  
Dr. Bruce Westley

*Answered 1/26/59*

**INSTITUTE OF COMMUNICATIONS RESEARCH**  
**THE UNIVERSITY OF ILLINOIS + URBANA**

January 23, 1959

Dr. Irving Merrill  
Michigan State University  
East Lansing, Michigan

Dear Irv:

Today I received from Harry Skornia a letter from Samuel L. Becker, dated January 9, a letter from Harry to you and others, dated January 13, and copies of four research proposals. This is the first I have heard about my being on an NARB research committee or on a subcommittee thereof, other than by a phone call from Harry yesterday advising me that this material was headed my way.

In view of the fact that you appear to have a short-term deadline, I am giving you my recommendations on the four applications. I would recommend disapproval of the applications from Ithaca College and from George Washington University, and for the same reason in both cases: that I would hate to see the NARB's limited research funds wasted. The Ithaca proposal calls for research of a most complex and sophisticated kind on audience perceptions, program effects and program consequences. With all due respect to the economists who are proposing blithely to do all this, I doubt that they know just what they are getting into. Certainly they propose no research procedure which assures me to the contrary. If they could propose a limited and competent design for research on their problem, I would feel otherwise. But now, no. The George Washington proposal is even less competently framed than the Ithaca proposal. For whereas the Ithaca people at least stated their research objective clearly, the George Washington proposal specifies neither research objective nor procedure. To approve either of these would be, in effect, to write blank checks.

The University of Utah proposal I would recommend be approved, for obvious reasons. It proposes pertinent hypotheses and a competent research design.

I would also recommend approval of the Ohio State proposal. We badly need more attention to the historical aspects of broadcasting and this proposal certainly seems both pertinent and competent.

With best regards to you and your family.

Cordially yours,

Dallas W. Smythe  
Acting Director

To: Irving Merrill, Chairman  
Kenneth Harwood  
John Ellery  
Dallas Smythe  
Bruce Westley

From: Harry Skornia

Date: January 13, 1959

Subject: Research Grants-in-Aid

You gentlemen have been designated as the sub-committee to examine and recommend Research Grants-in-Aid. As indicated in his letter, please pass your suggestions on to Irving Merrill, at Michigan State, as Chairman of this subcommittee.

Each of the attached applications is for the maximum mentioned in the announcement (copy attached). You may grant nothing, a smaller sum, or the whole \$500.00 for each one approved, for a total, however, of not over \$1,500.00 in all. Any balance, not expended, can be used to advantage, so you don't need to spend all \$1,500.00.

Herewith the listing:

From Raymond T. Bedwell, Jr., Ohio State University  
SUBJECT: To photograph and catalogue materials related to the history and development of radio broadcasting in the United States to 1934.

From Keith Engar, University of Utah  
SUBJECT: To research the effectiveness of a TV course for college credit on the subject of the Slide Rule.

From Warren L. Hickman, Ithaca College  
SUBJECT: A study of the Ithaca College television program, produced by the Department of Economics and Business.



From Lillian Brown, George Washington University

SUBJECT: A Follow-up study of the program "Focus on Latin America" which was a joint project with NBC.

Applications are attached. As you will note, since grants will be announced on or about February 15, we'll need Irving Merrill's report by about February 10. Can you give him your decision by about February 2?

Sincere thanks, gentlemen.

hjs:rs

Enclosures: Applications as listed  
Grant announcement

CC: ✓ Dr. Sam Becker  
Mr. William G. Harley

Sam - Holding sending Smythe  
copy till I check with  
Harley. Not sure but that  
it should go to Evans  
(Dir. of Houston).  
HSL

January 19, 1959

Professor Irving Merrill  
Michigan State University  
East Lansing, Michigan

Dear Irv,

Here's my evaluation of the four applications that have been submitted to our subcommittee on grants-in-aid.

The proposal by Bedwell seems to me to aim for results that would have little direct benefit to educational broadcasting. I suggest that Bedwell submit his proposal to the NAB or to the APBE.

Of the remaining three proposals Engar's appears to be best organized and most clearly expressed; I would award it \$500. Although the proposals by Hickman and by Brown are not well stated, I would award Hickman \$200 and Brown \$100 as token expression of the Association's interest in supporting research in both closed circuit (community antenna) television and radio.

My warmest personal wishes to you.

Cordially,

*KH*  
Kenneth Harwood, Chairman  
Department of Telecommunications

kh:mk

cc: Dr. Samuel Becker  
Dr. Harry Skornia

air mail

*Hi, Sam!*  
*du*

# THE OHIO STATE UNIVERSITY

NOVICE G. FAWCETT, *President*

COLUMBUS 10

DEPARTMENT OF SPEECH

January 13, 1959

Mr. Samuel L. Becker  
Apartment 61  
464 Riverside Drive  
New York 27, New York

Dear Mr. Becker:

Your letter of January 11, 1959 arrived this morning. Thank you so much for your comments and encouragement.

As you may recall, I introduced myself to you after the first meeting of the Radio-TV-Film Interest Group at the SAA Convention in December. You, however, gave me the impression that you were quite busy; and would not be available to discuss this project. Mr. Scharrer and I both made the trip to the Chicago convention primarily to meet you and to present this proposal to you. However, as with so many such conventions, the opportunities of locating people to talk with them were few.

We both attended the Radio-TV-Film Interest Group meetings. But because of the current lack of certainty regarding the future and importance of our study, we hesitated presenting it to anyone. Although we have been at work on this slide catalogue for over a year, we were uncertain as to the real value of it to the whole field of radio and television. Part of the reason for our attendance at the Chicago convention was to seek out reaction to the project to determine some value in it for all.

Now, however, we are reasonably assured of its value and we certainly feel that other could benefit from it. I have sent copies of the NAEB proposal to James Lynch, Bruce Linton and Robert Summers -- who are to plan the Interest Group's activity for the 1959 convention in Washington. We are interested in selecting some sections of this slide collection to present before the Group at that time. This is, of course, provided we are able to complete our major research work through a grant from the NAEB.

Your mention of trying to do too much has concerned us, too. But I feel that all the work we've proposed in the NAEB proposal could be accomplished within the time we've allotted. We have already culled the files of NBC, CBS, BMI and ABC, for materials; and I believe we have most of the pertinent data from those places already in our collection. Our major photographing will be done at Columbia and at the New York Public Library. And with two persons working constantly, I believe we can do it. The proposal submitted doesn't mention anything about this, but we have a good idea of what is available in these libraries, having been in constant correspondence with the curators since January, 1958. Besides, if we find that there is just too much to be shot in the time we've allowed, we'll remain or return on our own time to complete the project. In the spring vacation here at Ohio State, Mr. Scharrer



and I intend visiting these libraries to do preliminary research regarding this filming project. With this groundwork done, I believe we can complete the volume of research we want in the time we've allowed.

As for the Wisconsin collection, we have been in contact with Mr. Thomas G. Lueders, Field Representative for the Wisconsin State Historical Society at Madison since October, 1958. Mr. Lueders has provided us with details of the Mass Communications History Center Collection to July 10, 1957. Since I personally spend me summer vacations in that region of the country, I intend visiting the Collection at Madison this summer to examine and photograph what they have pertinent to this Radio History Slide Collection.

As you can see by these previous paragraphs, there is a great deal more research involved than is mentioned in the proposal we submitted to you and the NAEB. If you feel it would be valuable to the sub-committee's evaluation of our proposal, I'll be happy to detail our complete plans -- including the major contribution of research data that could be provided by an NAEB grant -- and have them sent to you.

Again, my sincere thanks for your detailed letter. To this date we have received many favorable comments on the slide-lecture proposal; but few, if any, have offered any constructive ideas with regards to its method and limitations. Your comments have been most welcome; and have been most helpful.

If I can provide you with any further information, please let me know.

Sincerely,

*Raymond T. Bedwell, Jr.*  
Raymond T. Bedwell, Jr.,  
Assistant in Radio-TV



# THE OHIO STATE UNIVERSITY

NOVICE G. FAWCETT, *President*

COLUMBUS 10

OFFICE OF RADIO-TELEVISION EDUCATION  
I. KEITH TYLER, *Director*

January 14, 1959

Dear Sam:

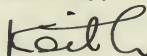
Thanks for sending me a copy of your letter to Ray Bedwell with regard to his proposal.

He and another student have been working on this project for about a year in their spare time. They have already made contacts with networks and have seen some of the material that is available. They may be underestimating their time, but they are not acting completely without background for they have already done preliminary work.

I certainly want to take advantage of your invitation. I plan to be in New York on March 17th for the Peabody Awards. I probably will look you up that afternoon after we finish our job. I'll send you more complete information later. It would be wonderful to see you and I would be most pleased to meet your family.

We all envy you your year in New York. Warm personal regards.

Sincerely,



I. Keith Tyler

Mr. Samuel L. Becker  
Apartment 61  
464 Riverside Drive  
New York 27, New York

Raymond T. Bedwell, Jr.,  
Assistant in Radio-TV  
Department of Speech  
The Ohio State University  
Columbus 10, Ohio

RESEARCH PROJECT  
IN  
AMERICAN RADIO HISTORY

PURPOSE: To photograph and catalogue materials related to the history and development of radio broadcasting in the United States to 1934.

SECTION I

1. The task of teaching radio history seems to be a difficult one for the college instructor. He is either not personally familiar enough with this early period to talk about it effectively; or he finds it difficult to present these important historical materials to students in a manner that is both instructive and interesting.

A slide lecture, dealing comprehensively with the early period of radio broadcasting in the United States, could provide the teacher with a valuable resource unit for teaching. Radio history could be presented simply, clearly and effectively through the use of visual materials.

The data gathered in this project will subsequently be assembled into 35 millimeter slide form, with a written or recorded narrative, for use as an aid in teaching American radio broadcasting history.

2. Preliminary investigation has revealed voluminous quantities of valuable material that, to date, have remained relatively untouched. The libraries of the networks, professional broadcasters organizations and several universities contain a wealth of books, magazines, newspaper clippings, government documents and photographs related to this project. Figure I is an illustration of the quantity and quality of materials available. With permission of these libraries (already secured in several instances), photographs will be taken of all pertinent data, and the photographic negatives assembled into an extensive catalogue of resource materials for teachers of radio broadcasting.
3. As far as can be determined at this time, no similar research project of this magnitude has ever been carried on in the area of radio history. All several collections of original materials are housed throughout the United States, no comprehensive and thorough examination of these materials has been made; and no effort to photograph and catalogue all of them has ever been attempted.

# THE RCA - CLARK RADIO COLLECTION

This vast radioana collection contains material gathered by Mr. G. H. Clark since 1918, plus gifts and purchases from the estates of Lee DeForest, A. N. Goldsmith, the Army, the Navy, Fessenden, Martin and Farnsworth.

Below are listed the contents of several sections:

- CLASS 3 Photographs of early RCA and Marconi Company. Photos from the Knight Collection, most extensive file of RCA and Marconi Company photographs extant.
- CLASS 4 Biographies of radio personages, engineers, inventors, executives, and operators.
- CLASS 5 Historical data on the inception, growth and activities of radio companies. Photos of companies or sections thereof.
- CLASS 14 General history of radio.
- CLASS 64 Biographies of broadcast artists, television stars and phonograph artists.
- CLASS 87 Photographs of radio personages, engineers, executives, and operators.
- CLASS 143 Photographs of broadcast artists, television stars and phonograph artists.

TOTAL NUMBER OF VOLUMES IN CLARK COLLECTION, AS OF JANUARY 1, 1948:

Books allocated and custom bound; general data.	133 volumes
Legal volumes, custom bound.	120 volumes
Books allocated, temporarily bound; general data.	244 volumes
Legal books, paper bound.	250 volumes
All American radio patents, 1860 - 1929.	80 volumes
Textbooks.	300 volumes
Miscellaneous materials, not yet bound	600 volumes
<b>TOTAL.</b>	<b>1727 volumes</b>

FIGURE I

A PARTIAL LISTING OF MATERIALS PERTINENT TO THIS STUDY, AVAILABLE IN THE  
LARGE ENGINEERING LIBRARY, MASSACHUSETTS INSTITUTE OF TECHNOLOGY  
AT CAMBRIDGE, MASSACHUSETTS

4. The 12-day itinerary listed in Figure II reflects proposed contact with only a portion of the vast body of information available on American radio history. As research on this project continues, it is hoped that additional sources will reveal themselves, which could aid in turning this brief study into a continuing collection of radio history materials. For purposes of this specific project, certain limitations have been imposed. The procedure will be as follows.
  - a) Following the itinerary given in Figure II, the researchers will visit the various libraries in pursuance of visual materials for this project.
  - b) These materials will be photographed onto 35 millimeter negative black-and-white film, and will be catalogued.
  - c) Upon completion of the itinerary, the catalogued negatives will be arranged into several units. (i.e. Pre-broadcasting History; The Early Stations; Early Radio Personalities; Early Equipment; etc.) The exact number of units will be determined by the extent of materials available. The length of each unit and its contents will be determined by the researchers and the active consultants to the project at The Ohio State University.
  - d) A complete catalogue of all material photographed during this project, with descriptions of each slide's contents, will be prepared for the NAEB.

Since this request for an NAEB Grant-in-Aid is to finance the 12-day itinerary, procedures pertinent to the NAEB Research Committee end at this point. However, to give a more complete picture of the scope of this entire venture, the following additional steps are included. NAEB funds would not be asked to finance these activities at this time.

- e) Using pertinent slides secured to this time, either through NAEB funds or other sources, a narrative script will be written to explain and accompany the slide series.
- f) Slides and/or filmstrips will be produced for each study unit. Scripts will be duplicated and/or recorded, and these slide-script units will be made available to teachers of broadcasting.
- g) Original negatives collected will be kept on permanent file by the researchers.
- h) A complete catalogue of all negatives available, with brief descriptions of each, will be distributed to libraries. Individual slides or custom-made units of slides will be available to any interested person.



Tuesday	June 16, 1959	Leave Columbus, Ohio by train; Arrive Cambridge, Massachusetts.
Wednesday	June 17	Examine and photograph materials at: RCA-Clark Radio Collection, MIT; Stations WBZ, WEEI, WEZE, WHDH, and WNAZ in Boston.
Thursday	June 18	
Friday	June 19	
Saturday	June 20	
Sunday	June 21	Leave Cambridge by train; Arrive New York City.
Monday	June 22	Examine and photograph materials at: New York Public Library; Oral History Office, Columbia U.; Stations WMCA, WGR, WNYC; Broadcast Music, Inc.; Westinghouse Broadcasting Co, files; NBC, ABC, CBS, Mutual Network libraries.
Tuesday	June 23	
Wednesday	June 24	Leave New York City by train; Arrive Washington, D.C.
Thursday	June 25	Examine and photograph materials at: Smithsonian Institution; Station WRC; Congressional Library; N.A.B. files.
Friday	June 26	
Saturday	June 27	Leave Washington, D.C.; Arrive Columbus, Ohio.

FIGURE II  
PROPOSED ITINERARY

## SECTION II

1. Collection and cataloging of all photographed materials in this project would be completed by July 30, 1959.
  - a) Two copies of a complete catalogue of materials photographed during this study will be submitted to the NAEB by September 15, 1959.
  - b) Nine copies of a 600-word abstract as a full report on this project will be submitted to the NAEB by September 30, 1959.
  - c) Two copies of a financial report, together with any unexpended NAEB funds, will be submitted by September 30, 1959.
2. Supervisor and active consultant for this project:

Professor I. Keith Tyler, Director  
Office of Radio Education  
The Ohio State University

and

Professor Harrison B. Summers,  
In Charge of Radio-TV Instruction  
Department of Speech  
The Ohio State University

Researchers for this project:

Raymond T. Bedwell, Jr.,  
Graduate Assistant in Speech  
The Ohio State University

and

Joseph F. Scharrer,  
Graduate Assistant in Speech  
The Ohio State University

3. a) Below is an itemized budget for the funds requested from the NAEB:

TRANSPORTATION

Railroad coach fare for 2 persons from Columbus, Ohio to  
Cambridge, Mass., to  
New York, N.Y., to  
Washington, D.C., to  
Columbus, Ohio.

@ \$89.64, inc. tax

\$179.28

## ACCOMMODATIONS

Double room with 2 beds, for 11 nights.

\$14.00 per night	\$154.00
-------------------	----------

## MEALS

For 2 persons, 12 days	@ \$6.00 per day	\$144.00
------------------------	------------------	----------

## SUPPLIES

Film; filing supplies.	\$ 12.50
------------------------	----------

## MISCELLANEOUS

Tips; taxi fares; telephone calls; telegrams.	\$ 10.22
-----------------------------------------------	----------

TOTAL . . . . .	\$500.00
-----------------	----------

- b) The applicants will provide all necessary cameras and other essential photographic equipment; insurance for all photographic equipment used; time and labor involved in photographing and cataloging materials collected through this research; and complete compilation of a catalogue of materials secured, on photographic negatives, through this project. The applicants will arrange all transportation, secure accommodations, and arrange for permissions to photograph in the various libraries and files.
- c) Besides providing the faculty advisor and consultant for this project, The Ohio State University (through the Department of Speech) will provide all necessary secretarial assistance and duplication materials and facilities for the compilation of the final catalogue of photographic negatives secured through this project.
4. No funds granted by the NAEB to finance this project will be expended for administration of the grant; space and ordinary facilities of the Ohio State University, or for the purchase of capital equipment.
5. The applicants understand that the NAEB has first right to the publication of the final catalogue of negatives secured through this project. Any subsequent publication of data secured through this research will give due acknowledgement of the grant from the NAEB.

The Ohio State University  
Office of Radio-Television Education  
Columbus 10, Ohio

December 23, 1958

Mr. Samuel L. Becker  
Chairman, NAEB Research Committee  
14 Gregory Hall  
Urbana, Illinois

Dear Sam:

I am writing this letter with regard to item 6 and 7 of Section II of the application of Mr. Raymond T. Bedwell, Jr. and Mr. Joseph F. Scharrer. If the requested grant is made, I will be happy to supervise the disbursement of the funds and see that all monies are spent in terms of the approved budget. Unfortunately, if this grant were to be accepted formally by The Ohio State University, through the Business Office, there would have to be an override of 15%. I believe that it is possible to accept this grant on the informal basis to avoid this expense.

Mr. Bedwell and Mr. Scharrer started this project under my supervision in a Seminar and I will be happy to accept administrative responsibility for their carrying out the project in terms of the proposal.

Sincerely,

I. Keith Tyler  
Director

IKT:bw



N A E B

Grants-In-Aid

for

Educational

Broadcasting

Research

1958-1959

A Research Activity of  
The National Association of Educational Broadcasters  
14 Gregory Hall  
Urbana, Illinois

#### PURPOSE OF THE GRANTS:

Through the impetus that may be provided by modest supplementary financial assistance, the NAEB hopes to encourage the development of original research. These grants-in-aid are offered as a means of fostering creative research of unusual quality and of general significance to educational broadcasting.

#### AMOUNT OF GRANTS:

Grants-in-aid will be made in amounts up to \$500 but requests for smaller amounts will be considered with favor.

#### USE OF FUNDS:

These grants-in-aid are designed to cover partial expenses of research projects.

#### WHO IS ELIGIBLE?

Any department of an accredited institution of higher education may apply for a grant. While funds may be applied to a project carried on by an individual, the grant itself must be to the institution. The department of the institution sponsoring the project must accept responsibility for providing throughout the project expert supervision of research, administering the project, and completing it.

#### SUBMISSION OF APPLICATIONS:

Applications must be submitted to Samuel L. Becker, Chairman, NAEB Research Committee, c/o National Assn. of Educational Broadcasters, 14 Gregory Hall, Urbana, Illinois, and must be postmarked not later than December 31, 1958. Grants will be announced on or about February 15, 1959.

## FORMS OF APPLICATIONS:

Applications must be submitted in five copies and should consist of two main sections, as follows:

Section I (limited to three or four pages) should state as a whole the following:

1. The substantial benefits to education and broadcasting (radio and/or TV) that reasonably may be expected to result from this study.
2. The hypothesis or hypotheses of the study.
3. The relationships of the proposed study to previous research.
4. Procedures of the study, including measures to be employed and methods of analyzing data.

Section II should indicate the following:

1. The expected date by which the following will be submitted to the NAEB:
  - a) Two copies of the full report of the study,
  - b) Nine copies of a 600-word abstract of the full report, and
  - c) Two copies of a financial report, together with unexpended NAEB funds.
2. A statement of the names and titles of those who will serve as active consultants for the project, will supervise the research, and will execute the details of the study.

3. A budget of all items that will be provided for the research, indicating:
  - a) What amount is being requested from the NAEB,
  - b) What will be provided by the applicant,
  - c) What will be provided by sources other than the applicant and the NAEB.Amounts of \$500.00 or less may be provided by the NAEB.
4. A statement that no grant funds will be expended for:
  - a) Administration of the grant,
  - b) Space and ordinary facilities of the institution, or
  - c) Purchase of capital equipment.
5. The understanding that the NAEB has first right to publish a report of the study if it so desires. All other publications rights will be retained by the grantee, provided that such publications bear acknowledgement of the grant.
6. The approval and acceptance of the grant by the institution.
7. The approval and acceptance of administrative responsibility for the study by the head of the department in which the work is to be done.

\* \* \* \* \*

\* If your department does not wish to apply, \*

\* please give this folder to a colleague in \*

\* another department who might have such \*

\* interests. \*

\* \* \* \* \*



August 12, 1958

Dr. Harry Skornia  
NAEB  
14 Gregory Hall  
Urbana, Illinois

Dear Harry:

Here are two copies of the announcement. As you can see, I have combined the original announcement with the instructions. Believe that this might produce better results -- eliminating the extra operation.

I substituted my name for Cheydleur's but put your address. Think it would be most efficient for these things to come to Urbana. As far as I am concerned you can even put your name on the thing rather than mine.

I will send at a later date a list of people or departments -- other than NAEB'ers to whom it would probably be well to send copies of this announcement.

Best,

Sam L. Becker  
Chairman, NAEB  
Research Committee

SLB:mw  
Encls.

**N A E B**

**Grants-In-Aid**

**for**

**Educational**

**Broadcasting**

**Research**

**1958-1959**

**A Research Activity of  
The National Association of Educational Broadcasters  
14 Gregory Hall  
Urbana, Illinois**

## PURPOSE OF THE GRANTS

Through the impetus that may be provided by modest supplementary financial assistance, the NAEB hopes to encourage the development of original research. These grants-in-aid are offered as a means of fostering creative research of unusual quality and of general significance to educational broadcasting.

## AMOUNT OF GRANTS

Grants-in-aid will be made in amounts up to \$500 but requests for smaller amounts will be considered with favor.

## USE OF FUNDS

These grants-in-aid are designed to cover partial expenses of research projects.

## WHO IS ELIGIBLE?

Any department of an accredited institution of higher education may apply for a grant. While funds may be applied to a project carried on by an individual, the grant itself must be to the institution, upon proper certification to a responsible member of the faculty. The department of the institution sponsoring the project must accept responsibility for providing throughout the project expert supervision of research, administering the project, and completing it.

## APPLICATIONS

### Form of Applications

Applications must be submitted in nine copies and should consist of two main sections, as follows:

Section I (should be limited to three or four pages) should state as a whole the following:

1. The substantial benefits to education and broadcasting (radio and/or TV) that reasonably may be expected to result from this study.



2. The hypothesis or hypotheses of the study.
3. The relationships of the proposed study to previous research.
4. Procedures of the study, including measures to be employed and methods of analyzing data.

Section II should indicate the following information:

1. The expected date by which the following will be submitted to the NAEB:
  - (a) Two copies of the full report of the study,
  - (b) Nine copies of a 600-word abstract of the full report, and
  - (c) Two copies of a financial report, together with unexpended NAEB funds.
2. A statement of the names and titles of those who will serve as active consultants for the project, will supervise the research, and will execute the details of the study.
3. A budget of all items that will be provided for the research, indicating:
  - (a) What amount is being requested from the NAEB,
  - (b) What will be provided by the applicant, and
  - (c) What will be provided by sources other than the applicant and the NAEB.

Amounts of \$500.00 or less may be provided by the NAEB.
4. A statement that no grant funds will be expended for:
  - (a) Administration of the grant,
  - (b) Space and ordinary facilities of the institution, or
  - (c) Purchase of capital equipment.
5. The understanding that the NAEB has first right to publish a report of the study if it so desires. All other publications rights will be retained by the grantee, provided that such publications bear acknowledgement of the grant.
6. The approval and acceptance of the grant by the institution.
7. The approval and acceptance of administrative responsibility for the study by the head of the department in which the work is to be done.

#### Submission of Applications

Applications must be submitted to Samuel L. Becker, Chairman, NAEB Research Committee, c/o National Association of Educational Broadcasters, 14 Gregory Hall, Urbana, Illinois, and must be postmarked not later than December 31, 1958. Grants will be announced on or about February 15, 1959.



If your department does not wish to apply, please give this folder to a colleague in another department who might have such interests.

NEEB  
Grant-in-aid

Mr. Sam Becker

October 6, 1958

Mr. Ken Kager  
Radio Station KUOW  
The University of Washington  
Seattle 5, Washington

Dear Ken:

On the basis of your request of October 2, and on behalf of the Research Committee, this is permission to extend the deadline for your Research Grant-in-Aid to December 31.

On the basis of the Abstract, it looks most interesting. I'm sending copies to members of the Research Committee, for their information also, along with a copy of this letter.

Sorry we won't see you in Qnaha.

Best wishes,

Harry J. Skornia  
Executive Director

HJS/dfc  
CC: Research Committee Members



# RESEARCH REPORT

**SCHOOL OF COMMUNICATIONS** / *University of Washington*  
*Seattle 5, Washington*

DATE /

NUMBER /

## -ABSTRACT OF-

A COMPARATIVE STUDY OF PERSONAL INFLUENCE EXERTED  
IN SELECTED CONTENT AREAS BY THE AUDIENCE  
OF AN EDUCATIONAL FM RADIO STATION

by

Kenneth Kager  
School of Communications  
University of Washington

Supported by a Grant From The

National Association of Educational Broadcasters

BACKGROUND.- This study sought to measure the influence of an educational FM radio station, using as a model the two-step (or multi-step) flow of communications theory.

It was felt that the relay effect of the multi-step flow of communications is important in estimating the total influence of a radio station. The relay effect is important in two ways: (1) gauging exposure to a message, (2) the position in the power structure of a community of those who are exposed to the message through personal influence.

METHOD.- Eight subject areas were chosen for investigation, four to typify the programming of KUOW-FM and four to typify the programming of commercial stations. The subject areas were: marketing, local public affairs, cosmopolitan public affairs, contemporary ideas, theater, serious music, light music, and personalities (disc jockeys).

Personal interviews were completed with 125 respondents randomly sampled from the KUOW-FM mailing list and 126 respondents from the Seattle City Directory.

A "status scale" was developed for rating all respondents.

Interpersonal "influentials" in the eight subject areas were identified by "a priori" and "self-designation" methods. Information, opinion, and gregariousness factors were utilized in the a priori method.

In the self-designation method, respondents were asked whether they had volunteered to others outside their families opinions they had stated during the interview.



Follow-up telephone calls were made for validation of all such claims. Fifty-three per cent of the influence claims were confirmed; 41 percent of the influencees were unavailable for comment; only 6 per cent of the influence claims were denied.

Influencees were queried as to their occupations.

Occupations were used as a crude measure of the places of the influencees in the social-economic structure of the community.

FINDINGS.- Information level, opinion level and gregariousness were all found to be independently significant as contributors to personal influence in the selected subject areas. When these factors were combined to form an "influence ranking", chi square showed results in the first six subject areas to be significant beyond the .01 level of confidence. Light music was significant at the .02 level, while "influence ranking" was not significant as a method of estimating personal influence in the subject area of personalities.

KUOW-FM listeners are more gregarious (have more friends and belong to more organizations) than non-listeners.

When influence rankings of the two samples were compared, KUOW-FM listeners had higher influence scores than non-KUOW-listeners in local public affairs, cosmopolitan public affairs, contemporary ideas, theater, and serious music. Differences were significant beyond the .01 level. In the remaining three areas, data also favored KUOW-FM listeners, but the differences were not statistically significant (it was in these areas and local public affairs that non-KUOW-listeners could have been expected to score higher rankings than KUOW-FM listeners.)

In all categories but personalities, more KUOW-FM listeners than non-KUOW-listeners were self-designated influentials.  $P < .01$  in all cases. Only in the "personalities" area did non-KUOW-listeners claim more influence transactions, but the difference was not significant.

When all respondents were ranked on a "status scale" developed from educational and income levels, 55 percent of the KUOW-FM listeners were in the highest ranking, 25 per cent in the medium and 20 per cent in the lowest. Of the non-KUOW-listeners, 19 per cent were in the highest ranking, 21 per cent in the medium and 60 per cent in the lowest.

Classified by the United States Bureau of the Census Classification of Jobs and Occupations, 69 per cent of the KUOW-FM listeners were found to be in the professional, technical, manager, official, or proprietor classes. Twenty-eight per cent of the non-KUOW-listeners were so classified. Eighty per cent of the KUOW-FM listener influencees were in the professional-proprietor groups. By comparison, 44 per cent of the non-KUOW listener influencees were in the top groups.

In summary, KUOW-FM listeners were found to be more gregarious and of higher status than non-KUOW-listeners. They were generally better informed, stronger in opinions and more likely to relay opinions to others in the subject areas considered than were the non-KUOW listener sample. Not only did the KUOW-FM listener group relay personal influence more actively, but, judged by the occupational criterion, they were influential within a group more highly placed in the community than those influenced by non-KUOW-listeners.



*from*

**NATIONAL HEADQUARTERS**  
14 Gregory Hall, Urbana, Illinois

*[Handwritten signature]*  
May 7, 1958

**To: Gale Adkins**

**Gale:**

Should this come in for discussion by your committee? Elizabeth asked about. Needs formal committee sponsorship before the Board can act on.

Sincerely,

**HJS/dfc**

**CC: Elizabeth Marshall**  
**Sam Becker** ✓  
**Irving Merrill**

**HARRY J. SKORNIA**  
Executive Director

NAEB  
1400 Ogden Hall  
Urbana, Illinois

TO: NAEB Board  
Utilization Committee  
Grants-in-Aid Committee  
Research Committee

FROM: H. J. Skornia

THE FOLLOWING RESOLUTIONS GREW OUT OF THE UTILIZATION STUDY GROUP  
AND RESOLVED BY THOSE IN ATTENDANCE:

- R E S O L V E D: That the NAEB conduct a survey of community TV stations to ascertain the in-school service to education at the elementary and high school levels, and to determine the extent of the adult education program at the college level.
- R E S O L V E D: That the NAEB GRANTS-IN-AID COMMITTEE explore the possibilities of grants-in-aid to promote utilization studies in furtherance of radio and television education at elementary, high school and college levels.
- R E S O L V E D: That the NAEB expand its utilization services in addition to the utilization seminars and committee work.
- R E S O L V E D: That the NAEB continue its efforts for equal advancement of educational radio and educational television; and that the NAEB use its organizational strength to urge administrators to use their radio-television specialists within the system in planning, developing and promoting the advancement of the radio-television media in education.

Respectfully submitted  
for the  
STUDY GROUP ON UTILIZATION  
/s/ Elizabeth E. Marshall

CC: ROBERTSON N. LARDE  
CLIFTON SCHROFF  
EUGENE ASCHMEYER  
CLAUDE B. SMITH  
JAMES A. FELLOWS

ELIZABETH E. MARSHALL, Chairman

Copied NAEB Headquarters 12/9/57dc



# W O U B

OHIO UNIVERSITY'S AM STATION — 1340 KC  
ALSO OPERATING WOUI-FM — 91.5 MC  
THE FIRST UNIVERSITY FM STATION IN OHIO

March 12, 1958

OHIO UNIVERSITY  
ATHENS, OHIO

*File:  
NAEB  
Grants - In-Adv*

Dr. Sam L. Becker  
Television Center  
State University of Iowa  
Iowa City, Iowa

Dear Mr. Becker:

Thank you very much for your letter of March 3rd. Mr. Johnson and I both appreciate the fine support and cooperation we have received from the National Association of Educational Broadcasters and the N.A.E.B. Research Committee. We also appreciate your comments in regards to the changes in our report. I don't know why we didn't include the specific date the AM station went on the air. It was just one of those things. However, we will make the correction. By the way, it was September 14, 1957, approximately three months before our AM survey was made. Although there was still a certain amount of uniqueness connected with the operation, I think the audience had settled down to a great extent.

In regards to your second suggestion on the percentage figure, it represents a percentage of radio homes using radio per average minute in that time segment. This is according to the Nielson Radio Index as graphed on page 226 of the 1956 Sponsor Fail Facts Basics. There is also a table on page 220 of the same publication that in essence conflicts with the previously-mentioned graph. I am at a loss as to how to resolve this conflict. Perhaps if you could check these two sources, you could make a recommendation as to a possible solution. It would be very much appreciated.

In your last suggestion you seem puzzled as to why we have not tested the significance of our differences by a statistical analysis. This idea had occurred to us but in consultation with Professor C. W. Harris of the University of Wisconsin and several statisticians on this campus, it was decided that since the size of the sample is so large, the differences in means as large as they are, and the consistency of the factors which do not vary, it would be superfluous to encumber the study with such a statistical analysis. Further, we state in the report that we are not interested in generalizing the report per se to a large population but rather are interested in determining differences which may be caused by the addition of the AM transmitter.

We are planning at the present time to send revisions of the report for possible publication to the Speech Monograph and have submitted a copy of the report to Warren Guthrie. We are also considering submitting some reports based on this study to the N.A.E.B. Journal and to Bob Summers and the Journal of Broadcasting. If these editors do not find this report suitable to their publications, we shall look elsewhere. Any help or suggestions you might give us would be appreciated. Again, thank you very much for all your cooperation.

Sincerely yours,

*Archie M. Greer*  
Archie M. Greer  
Supervisor of Broadcasting

AMG/c1a

NAEB: Grant-in-Aid

COPY

February 10, 1958

Mr. Kenneth Kager  
Operations Manager  
Station KUOW  
School of Communications  
University of Washington  
Seattle 5, Washington

Dear Ken:

It is my pleasure to inform you that the Grant-in-Aid Sub-Committee of the NAEB Research Committee has approved your application for \$500.00 to support, in part your study, as outlined in your December 30 application, ("First, to isolate and define those characteristics that are believed to be found in a higher degree among opinion leaders than among the population as a whole. Then, to design and execute questionnaires that will provide a reliable and valid measure of the probable prestige and social influence of a sample of the known audience of KUOW as compared to a similar number of respondents randomly sampled from the population as a whole.")

We assume that the grant check should be made out for \$500.00, payable to the University of Washington, but sent to you for deposit to the proper account. If this is not the proper procedure, please let us know at once.

We shall look forward to the July 1, August 1 and September 1 reports outlined in your application. Please accept our congratulations and best wishes for the successful completion of this study.

Sincerely,

Harry J. Skornia  
Executive Director

HJS/dfc

CC: Kenneth Harwood  
Sam Becker ✓  
Irving Merrill  
Hideya Kumata  
Raymond Cheydleur  
Harold E. Hill (for action)  
Burton Paulu

Hans Massaquoi (for Newsletter)

Blind CC: I. Keith Tyler  
Percy Tannenbaum

COPY

February 10, 1958

Dr. Burton Paulu  
Director of Radio and Television  
University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

It is my pleasure to inform you that the Grant-in-Aid Subcommittee of the Research Committee has approved your application for a research "grant-in-aid for a study of the impact of recently inaugurated in-school television program service on the radio audience of the long-established Minnesota School of the Air."

Unfortunately the sum granted had to be reduced, from the \$500.00 applied for, to \$400.00. Will you please let us know at once if you are unable to accept the reduced \$400.00 grant?

If we do not hear from you to the contrary, we shall process a check in the amount of \$400.00, payable to the University of Minnesota, but to be sent to you, so it may be deposited for credit to the proper account.

Any unused funds are to be returned, of course, and we look forward to receipt of the reports, as outlined in your approved application, on November 1, November 15 and December 1 respectively.

Our congratulations and best wishes.

Sincerely,

Harry J. Skornia  
Executive Director

HJS/djc

CC: Kenneth Harwood  
Sam Becker ✓  
Irving Merrill  
Hideya Kumata  
Raymond Cheydleur  
Harold E. Hill (for action)  
Hans Massaquoi (for Newsletter)  
Blind CC: I. Keith Tyler  
Percy Tannenbaum



COPY

February 10, 1958

Mr. R. Edwin Browne, Director  
Stations KFKU and KANU  
University of Kansas  
E.S.S. Building  
Lawrence, Kansas

Dear Ed:

You may recall that we have tried to keep live your application for a grant to help defray your expenses for your study of the Attitudes of College and University Presidents toward Educational Television. (See January NAEB Journal for Fact Sheet, by Sam Becker, of this).

It is my pleasure now to inform you that the Grants-in-Aid Subcommittee of the Research Committee has recommended the payment of \$100.00 to you out of current Research Grant-in-Aid funds. I trust this will meet with your approval.

We are processing a voucher in this amount, and you should soon be receiving payment of the \$100.00 grant in full. We'd appreciate acknowledgment when it is received.

Sincerely,

Harry J. Skornia  
Executive Director

HJS/djc

CC: Kenneth Harwood

Sam Becker ✓

Irving Merrill

Hideya Kumata

Raymond Cheydleur

Harold E. Hill (for action)

Burton Paulu

Hans Massaquoi (for Newsletter)

Blind CC: I. Keith Tyler

Percy Tannenbaum

COPY

February 10, 1958

Mr. Jack McBride  
Director of Television  
Station KUON-TV  
University of Nebraska  
Lincoln 8, Nebraska

Dear Jack:

I regret to inform you that it was not possible for the Grants-in-Aid Sub-Committee of the NAEB Research Committee to approve your application of December 27, 1957 for a grant-in-aid.

We wish there had been adequate funds to support all applications, for your application did offer considerable promise. We hope you may still be able to carry it on, in whole or in part, on funds from your own or other sources.

Meanwhile, may we thank you for your application and wish you every success.

Sincerely,

Harry J. Skornia  
Executive Director

HJS/djc

CC: Kenneth Harwood  
Sam Becker ✓  
Irving Merrill  
Hideya Kumata  
Raymond Cheydleur  
Burton Paulu  
Blind CC: I. Keith Tyler  
Percy Tannenbaum

COPY

February 10, 1958

Mr. J. David Lewis  
Department of Speech  
University of Oregon  
Eugene, Oregon

Dear Mr. Lewis:

I regret to inform you that it was not possible for the Grants-in-Aid Sub-Committee of the NAEB Research Committee to approve your application of December 28, 1957 for a grant-in-aid.

We wish there had been adequate funds to support all applications, for your application did offer considerable promise. We hope you may still be able to carry it on, in whole or in part, on funds from your own or other sources.

Meanwhile, may we thank you for your application and wish you every success.

Sincerely,

Harry J. Skornia  
Executive Director

HJS/dfc

CC: Kenneth Harwood

Sam Becker ✓

Irving Merrill

Hideya Kumata

Raymond Cheydleur

Burton Paulu

Blind CC: I. Keith Tyler

Percy Tannenbaum

NAEB: Grants in Aid

COPY

February 10, 1958

Reverend Walter LeBeau, Director  
Division of Philosophy, Psychology  
and Religion  
College of St. Thomas  
St. Paul 1, Minnesota

Dear Father LeBeau:

I regret to inform you that it was not possible for the Grants-in-Aid Sub-Committee of the NAEB Research Committee to approve your application of December 30, 1957 for a grant-in-aid.

We wish there had been adequate funds to support all applications, for your application did offer considerable promise. We hope you may still be able to carry it on, in whole or in part, on funds from your own or other sources.

Meanwhile, may we thank you for your application and wish you every success.

Sincerely,

Harry J. Skornia  
Executive Director

HJS/djc

CC: Kenneth Harwood

Sam Becker ✓

Irving Merrill

Hideya Kumata

Raymond Cheydleur

Burton Paulu

Encl CC: I. Keith Tyler

Percy Tannenbaum



*Research  
Grants in AID*

NAEB RESEARCH GRANTS-in-AID, 1956-57

<u>Institution</u>	<u>Area of Research</u>	<u>Allotted</u>	<u>Due-Date</u>
Ohio University Athens, Ohio	To compare the listenership of the campus radio station WOUL-FM with the listenership of the campus radio station WOUL-AM, to determine the effectiveness in terms of maximum service vs funds expended.	\$300.00	Nov. 31, 1957
Brigham Young Univ. Provo, Utah	Would closed-circuit TV provide an answer to the problem of overflow audiences at college basketball games?	200.00	Withdrawn after formal approval
Purdue University Lafayette, Ind.	To determine the position of WBAA in relation to the impact of TV in the Lafayette area and to compare present findings with those of a year ago to determine whether WBAA has improved its position?	300.00	June 30, 1957
Syracuse University Syracuse, N. Y.	To study the problem of courses of study via TV in reference to university policies and procedures for selection, administration, production, and evaluation of such instruction.	100.00	Aug. 15, 1957
Ohio State Univ. Columbus	To study the extent to which parents of children from five to ten or eleven years of age exercise control or supervision over the TV programs watched by those children.	160.00	Completed
Univ. of Minnesota Minneapolis	To survey certain audio-visual equipment available to Minnesota schools.	225.00	_____
Mich. State Univ. East Lansing	To determine which matched group of controlled situation students will utilize material more thoroughly when the material is presented primarily by sight...primarily by sound...and in a control situation.	215.00	_____
		<hr/> \$1,500.00	

*File*  
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

14 GREGORY HALL  
URBANA, ILLINOIS

January 31, 1958

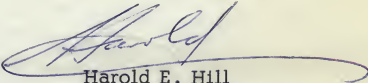
Dr. Sam L. Becker, Director  
Division of Television, Radio, FM  
State University of Iowa  
Iowa City, Iowa

Dear Sam:

Reference is made to Ray Cheydleur's letter of January 29, addressed to you with a copy to Harry.

Harry is currently out of town, so I thought I would pass this information along to you. In the past, we have usually given certificates to those attending the various workshops. We agree that it would be a good idea to do the same thing for the Research Seminar, and we will do our best. However, as you recall, the budget for this seminar was very close and we had to pull in money from several budget items, and it may not be possible to underwrite the cost of certificates. However, we'll see what can be done and will keep you advised.

Cordially,



Harold E. Hill  
Associate Director

HEH:jg  
CC: Ray Cheydleur

*File: 110EB Grants in Aid*

January 31, 1958

Mr. Kenneth Harwood, Chairman  
Telecommunications  
University of Southern California  
University Park  
Los Angeles, California

Dear Ken:

This letter should serve as the recommendations of Hidyee Kumata and myself regarding the NAEB Research Grants-In-Aid. The priority for grants which we recommend and the size of grant recommended are as follows:

Kager	\$500.00
McBride	300.00
Paula	500.00
Browns	50.00
	<hr/>
	\$1350.00

We both heartily approve Kager's idea for studying the opinion leaders in an audience of an educational radio station. We are concerned about how he proposes to identify an opinion leader, and further we wonder whether a mail questionnaire would be a satisfactory solution regardless of how an opinion leader is defined.

The McBride study appears to be a tiny project replicating the extended study of discussion and television being done in St. Louis under a grant from the fund for adult education. We approve this project even if it duplicates closely the St. Louis study because we feel it desirable to compare a small community with a large metropolitan one. The request for NAEB funds indicates the project will be extended beyond what is already planned. However, the budget submitted is devoted almost entirely to salary. Therefore, we are only recommending \$300.00 for this project because salary would be more or less constant in any case.

The Paula study seems so valuable that our normal inclination to favor a research project in Minnesota, namely, that of Father Walter LeBeau, has been overcome.

NON NAEB OFFICE

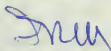
Mr. Kenneth Harwood  
Page two

Hidyca and I do not recommend more than \$50.00 to Browne.

I was personally surprised that this sum of money should be available after all that we have been told by Harry Skornia. I have carefully briefed Hidyca on the Nielsen project, and we both as committee members strongly feel that this \$1350.00 should be seriously scaled down if approving these Grants-In-Aid automatically means that no funds will be available for the purchase of the study. You will note that we listed the recommendations in order of priority.

Farsey has kept me informed on the progress of the radio bibliography project, and I am delighted that things seem to be moving so well.

Sincerely,



Irving R. Merrill  
Director of Television Research

IRM/edm

cc: Mr. Harry Skornia  
Mr. Sam Becker ✓  
Mr. Hidyca Kumata



STATE UNIVERSITY OF IOWA  
TELEVISION CENTER  
IOWA CITY, IOWA

January 28, 1958

I. Keith Tyler, Director  
Radio and Television Education  
Ohio State University  
Columbus, Ohio

Dear Keith:

Just a brief note to inquire about the state of and plans for the completion of the seminar report. I realize that you are tied up at the moment with the organization of your yearly Institute. However, the activities of our research committee are pretty well stymied until we complete this report and so we are beginning to get antsy. Is it possible to give us a tentative date when each step of the report might be expected -- e.g., when rough drafts go out to the participants for their proof reading, when these will be scheduled for return to you, and when the final draft will be completed?

In order to expedite matters, I am asking each member of the research committee to jot down ideas, based on the seminar and his own thinking. These ideas should be based on the assumption that the NAEB will have a Director of Research and funds for large research projects of its own. I believe that we must also think of this in terms of a four or five year period. Some of these proposed projects might be compilative and analytical in nature (such as pulling together and analyzing research findings in the area of learning and getting them into a form useful to educational broadcasters and broadcast researchers) or they might be original research projects (such as a study of the effect of performer variables on attention, retention, motivation, etc.). I do not want to structure your thinking (Gads, I sound like a group dynamicist!) but I feel that we need to find areas which are not already being done by others and, from among these areas, need to select those which will prove most fruitful in helping us to gain an understanding of behavior as it is affected by educational broadcasting.

I would appreciate your ideas on the above within the next month. After the seminar report is completed, we will have these ideas with which to get us started on our plan of attack. Hope that you will really let yourself go on the above. I would like to see some truly imaginative approaches to our problems!

Good luck.

cc: Research committee: Raymond Cheydleur; Irving Merrill; Kenneth  
Harwood; Hideyo Kumata; Percy Tannenbaum  
Dr. Harry Skornia

*File: NAEB Research general*

The Florida State University  
Tallahassee

UNIVERSITY BROADCASTING SERVICES

January 13, 1958

Dr. Sam Becker, Chairman  
NAEB Research Committee  
Television Center  
State University of Iowa  
Iowa City, Iowa

Dear Sam:

Your letter of January 11 requests further information about Ed Browne's request for \$100 to take care of some of the costs of his thesis.

Although all four Committee files were mailed to you last week, I don't believe there is any information to be found on this item. However, going by memory, this matter has been brought up several times and the feeling was that if funds were available, we would approve some sort of help.

I talked to Harry S. about it last week, reminding him that in light of what has been said, perhaps Browne's request should also be included along with the other request-grants this year--- and then let the committee or sub-committee make a final decision on it.

Since Browne has been waiting for a definite answer for quite a few months now, I would suggest that no matter how this is handled, he is entitled to a positive decision in February.

Cordially,

*Ray*

Raymond D. Cheydleur  
Assistant Director

RDC:as

C.C. Ken Harwood

Airmail

January 14, 1958

Dr. Ken Harwood, Chairman  
NAEB Research Sub-Committee  
Department of Telecommunications  
University of Southern California  
Los Angeles, California

Dear Ken:

My, I'm glad you are Chairman of the Sub-Committee on these grants!  
If others answer in the same terms as I, you'll really be scratching  
your head.

However, as the funds go, (and from Harry S's cover letter of January  
10, 1958, he may be able to obtain more than the original \$500.00,) I  
vote for the proposed requests in the following order:

<u>Choice</u>	<u>Original Request</u>	<u>Rank</u>	<u>Comments</u>
Browne	\$100.00	1	Full request approved.
<i>Walt.</i> Kager	\$500.00	2	Full request approved.
<i>Oregon</i> Lewis	\$428.00	3	Full request approved.
<i>St. Louis</i> Le Beau	\$500.00	4	\$250 approved. It is my understanding we don't pay for secretarial help.
<i>Ken</i> Paulp	\$500.00	5	Full request approved.
<i>Walt.</i> McBride	\$487.00	6	\$97.00 approved. It is my understanding we don't pay salaries to project re- searchers.
Total Requests	<hr/> \$2,515.00	Total Approved	<hr/> \$1,625.00

If you wish further refinement on this, please let me know.

Cordially,

Raymond D. Cheydleur  
Assistant Director

RDC:as  
C.C. Becker  
Airmail



File: Grant - 400 1108 B

FOR INFORMATION OF Sam Becker

January 8, 1958

Mr. Archie M. Greer  
Station WOUB  
Ohio University  
Athens, Ohio

Dear Mr. Greer:

I'm afraid that our practice, in the handling of grant-in-aids of all kinds, is to ask that all unused funds be returned. Several have asked this question, and our reply always has to be the same. Authorizing extension into another year or project would in essence be approval of a new project without a new application. We therefore will expect to have your unused \$50.00 returned. We must do the same when we have balances in grants to us.

Best regards,

Harry J. Skornia  
Executive Director

HJS/dfc

CC: Sam Becker ✓



NAEB,  
File: Grants in Aid, 1958

January 10, 1957

Mr. Kenneth Harwood, Chairman  
Telecommunications  
University of Southern California  
University Park  
Los Angeles, California

Dear Ken:

Sam Becker tells me that you have been designated as Chairman of the Research Committee's Sub-Committee on Research Grants-in-Aid.

I am therefore sending you, herewith the packet for selection, as follows:

1. R. Edwin Browne did a study last year to determine the attitudes of college presidents to ETV. This study had previously been endorsed by both the NAEB Research Committee and the Professional Advancement Committee. At that time, Browne requested \$100 to help defray incidental expenses incurred in connection with the study. Although the Research Committee was in sympathy with this request it came at a time when there were no grant funds available. Therefore, Browne was informed that, if possible, his request would be considered with this year's applications. There is no formal request (therefore no copy enclosed), since the original request was in the form of a letter to Skornia and Coleman.
2. Kenneth Kager, Instructor in the Department of Communications, requests support of research entitled "An Evaluation of The Importance of the Opinion Leader in the Audience of an Educational Radio Station" for the period of February, 1958 to September, 1958. AMOUNT: \$500.00
3. Burton Paulu, Director of Radio/Television, University of Minnesota requests a grant -in-aid for a study of the impact of a recently inaugurated in-school television program service on the radio audience of the long-established Minnesota School of the Air, to be conducted in February or March of 1958. AMOUNT: \$500.00
4. Father Walter Le Beau, Director, Division of Philosophy, and Religion, College of St. Thomas, St. Paul, Minnesota, desires a grant-in-aid to study the problems involved in the presentation of a marriage course on educational television and the response of the various groups to this television presentation. This presentation and subsequent study to be conducted during the spring of 1958. AMOUNT: \$500.00

January 10, 1958

5. David Lewis, University of Oregon requests a grant-in-aid for a research project in "The Teacher-Producer Relationship in Credit Courses for Television." Mr. Lewis did not indicate any specific time for this study. AMOUNT: \$400.00

6. Jack McBride, University of Nebraska requests a grant for a project involving "An Experiment Evaluating Television Discussion Techniques toward the Stimulation of Community Processes" to be conducted during the period of February 15 to May 15, 1958. AMOUNT: \$487.00

Without being more certain of the cost of the Research Seminar, we here may be sticking our necks out. But with this an important project Harold and I are willing to risk allocating \$1,500, instead of the \$500 or \$600 earlier mentioned. We may end up with some deficits, but we think we can adjust somehow. I of course wish it were more. It would make your task easier.

I'll expect word from you, as Chairman, only, after your committee has agreed which to grant, and how much. This may involve some correspondence, as it did last year: Some can perhaps be cut down. Or you may want to grant fewer in full (or nearly in full). This I'll leave to you, as we always must.

Copies of this letter, and the attached materials, are going also to the other members of your sub-committee: Sam Becker, Irving Merrill, Hideya Kumata and Raymond Cheydleur.

It's now yours to work out. We handle notification and issuance of checks on the basis of your recommendation.

Sincerely,

Harry J. Skornia  
Executive Director

HJS:jg

Enclosures (5) ✓

CC: Messrs. Becker, Merrill, Kumata and Cheydleur

*General Correspondence or Research Grants in Aid*  
**NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS**

**NAEB**

**OFFICE OF EXECUTIVE DIRECTOR**

14 GREGORY HALL  
 URBANA, ILLINOIS

January 2, 1958

Dr. Sam Becker  
 Executive Secretary  
 State University of Iowa  
 Iowa City, Iowa

Dear Sam:

Welcome as Chairman of the Research Committee ! I look forward to working with you. Ray Cheydleur, who strongly endorsed you, will be sending you the Chairman's file, and we can go on, into new fields, I trust.

One of the first orders of business is Research grants-in-aid. We have so far only one application, from Glenn Starlin for a grant to a David Lewis, at Oregon. However, you'll need to designate to whom you'd like these sent, and how you'd like to handle. There are not enough copies (we ask for applications in 9 copies, one of which we should keep for safety-insurance), but I'm afraid 9 legible copies are rarely available. About 5 is all we should count on -- I'd guess.

Generally a sub-committee approach is used in other Committees, each for different projects. Members of such a sub-committee vote, the Chairman of the sub-committee compiles the votes and sends us. This keeps us, as we must be, out of any selection process.

I'd guess there may be more applications. Also we should soon know if we have any more than \$500.00 for this. So far we don't, unless Keith's report shows a balance.

If you'll let me know the routing, I'll get out what we have.

Your Committee, in case you hadn't yet received a copy, is:

1 — Ray Cheydleur — 2  
 1 — Irving Merrill — 2  
 1 — Kenneth Harwood — 2  
 1 — I. Keith Tyler — 2  
 1 — Hideya Kumata — 2  
 1 — Percy Tannenbaum — 2

Sincerely,

Harry J. Skornia  
 Executive Director

HJS:jw  
 cc: Ray Cheydleur  
 I. Keith Tyler

*requests  
 \$2400  
 \$1500  
 (Brown  
 pending)*

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*15th of  
 Feb.*

*Info to  
 Harry by  
 5th of Feb*



*File: NAE B 1957-1958*  
TO: Sub-committee on Research Grants-in-Aid

RE: Decisions on grants for 1958.

First of all, welcome to the research committee of the NAEB -- again. Our first job appears to be to make decisions on the recipients of the grants-in-aid and the amounts to be given to each. Harry S. has informed us that we should be able to count on \$1,500. This is not a great deal of money but, wisely distributed, can do some good. I think if we keep in mind what we talked about at one of our last meetings -- that the purpose of these is to help researchers improve upon or expand some project which will be done anyway, rather than to pay the entire costs of a project -- we can do the most good. Remember that we might decide that some of the researchers can do what they plan on less money than they ask. In this case, they can be offered a lesser sum on the condition that the project be completed as stated.

Harry informs me that the business on Ed Browne is still pending also. He wanted \$100.00 to take care of some of the costs of his Master's thesis, which is completed. I thought this was settled at Columbus, but I could be mistaken. Perhaps the rest of you remember. Do you have some record of this, Ray?

The procedure for the giving of the grants will be as follows: Each member of the sub-committee will receive, within a few days, copies of each application. Rate these in order of preference, indicating how much you feel each should be given -- of those whom you think should receive anything. This information should be sent to Ken Harwood at Southern Cal. by the 5th of February. This information must be in his hands by this date so that the announcement of the grants can be made by the promised date. (By the way, Ken, I hope that you do not mind finding out about your chairmanship of this sub-committee in this way. This has come up so quickly that there has not been time to write a formal letter asking you to take on the job. I hope that you are willing to compile the results and make up a list of who gets what. Copies of this list should then be sent to Skornia. I believe the rest of us on the committee would be interested in seeing it also. The important thing, however, is to get it to headquarters as quickly as possible.)

I assume that we will be in constant correspondence about one thing and another this year. Any suggestions on what the committee should do or how it can do things better are always welcome. As soon as the Columbus report is out, we will begin worrying about a major research project. Start saving these great ideas!!!

Sincerely,

cc: Harry J. Skornia  
Ray Cheydleur  
Irving Merrill  
Hideya Kumata  
Kenneth Harwood



*File: NAE B: Grantville*

A SURVEY OF RADIO AND TELEVISION LISTENING  
IN THE LAFAYETTE AREA

Conducted by

The Division of Educational Reference

in cooperation with

Radio Station WBAA  
Lafayette, Indiana

(Financial assistance in this project was provided  
through a grant from the National Association  
of Educational Broadcasters)

by

Robert A. Dunlop and John von Szeliski

under the direction of

H. H. Remmers, Director, Division of Educational Reference

and

J. S. Miles, Director, Radio Station WBAA

June 1957

# A SURVEY OF RADIO AND TELEVISION LISTENING IN THE LAFAYETTE AREA

## Foreword

The purpose of this study was to determine the status of WBAA listenership, as well as radio and television listenership in general, in the Lafayette area. The more specific goal was to evaluate comparatively (largely by size alone) the audiences of WBAA, other radio stations covering the Lafayette area, and those television stations that are received in the area. Information was also desired regarding the relationship between radio and television listening in general at different hours of the day.

This study is a replication of a study made during equivalent periods one year previous. General comparison is developed between the two surveys.

The survey method utilized was of the coincidental telephone type. The data are presented in tabular and graphic forms with percentage breakdowns as single factors of statistics.

Findings are of two major types: those conclusions drawn regarding the periods covered by this survey, and comparisons between the two surveys.

The analysis of the data for the current survey revealed that WBAA's share of the listening audience during the total periods was  $4.2 \pm 4$  per cent. WBAA maintains its own share of the total listening audience better than any other radio station during the evening hours. WBAA had the highest listenership of any other radio station received in this area during the evening hours, 7:30 to 8:30.

During the whole period of the survey, Radio's share of the audience appears to decline steadily throughout the day, while television gains in audience correspondingly.

A comparison of the 1956 and 1957 surveys indicated that during both surveys, Radio gradually declined in listenership as the day progressed. Both surveys showed that WBAA maintained its evening audience better than any other radio station in the area.

## Introduction

Over a period of years WBAA has conducted periodic surveys of its listeners and its potential listeners for the purpose of determining the growth and impact of its programs, and also of those of other radio stations with competitive coverage to that of WBAA.

In recent years, audience surveys have served the double purpose of determining the audience or listenership in general, as well as comparing with previous surveys and thereby uncovering useful information on related listening trends. An important added factor that has required attention in the past few years has been the mighty entrance of television onto the broadcasting scene. This had to be reckoned with in its impact on WBAA's effectiveness and that of other area-receivable stations. The later surveys

have also shown the year-by-year trends and changes caused by television broadcasting and its competitive effect in comparison with preceding survey results.

In the present study, telephone subscribers in the Lafayette area were selected as the population to be interviewed. This interviewing was done by the coincidental telephone survey method. A previous study sponsored by the Division of Educational Reference and Radio Station WBAA was conducted last year and the present study was patterned closely after it. Comparison will be made between the two studies of the two consecutive years.

This study is necessarily thus reproduced in a form similar to the 1956 survey. In fact, where the opportunity presented itself, the same type of information is presented exactly as in the 1956 study, with the specific comparable details inserted relevant to this survey.

A statement of terminology is considered important at this point. As was the case in the 1956 study, the survey is broken down into two major sections. These sections are based on the survey periods involved. In the 1956 study the first period referred to as "Survey I" by the authors was actually a five day period in December. The second five day period was in January 1956 and was referred to as Survey II. Since this study will make a comparative analysis of the two gross surveys (the 1956 Survey and the present study), it is necessary to deviate slightly in terminology, as follows:

Hereafter, the term Survey I, 1956, will refer to both "Survey I" and "Survey II" of the preceding (1956) report and these terms will become December period (Survey I, 1956) and January period (Survey I, 1956) respectively. For the corresponding periods of the present study the designation will be the December period (Survey II, 1957) and January period (Survey II, 1957), as the case may be.

### Methods of the Study

From those households having telephones in the Lafayette area, 12,000 numbers were selected by random sampling techniques. By "Lafayette area" is meant that largely urban area of residence encompassing urban Lafayette and West Lafayette and their immediate environs.

The 1956 Lafayette telephone directory was used as the source of telephone numbers. Every fifth number was selected successively starting with the fifth number on page one. When a number was obviously a non-residential telephone subscriber, such as a business, governmental, or University business phone, these numbers were omitted. Upon reaching the end of the directory the process was repeated starting with the sixth number and selecting each successive fifth number. This process was continued until 12,000 numbers had been selected.

Each telephone number represented a residence with a private telephone. As with last year's coincidental telephone survey, calling was conducted during two separate five day periods. Three hours of calling was performed on each of the weekdays of the two five day periods. The first period of the present study, (December 10-14, 1956) covered largely the morning hours; the second week of surveying, one month later, (January 7-11,

1957), covered largely the evening hours. The three hour periods were from 9:00 AM to 12:00 noon the first week, and from 11:30 AM to 12:30 PM, 5:30 to 6:30 PM, and 7:30 to 8:30 PM the second week. Thus there was one half hour period (11:30 AM to 12:00 noon) common to both survey times of the two weeks.

Five private telephones with direct outside lines to the Lafayette exchange were used for the calling, and student volunteers (one for each of the five phones for every fifteen-minute period) acted as interviewers. Each interviewer was given a sheet of printed instructions prior to his interviewing. (See Appendix I.) Each interviewer was also given a data sheet, upon which were the numbers for him to call. Each data sheet contained 20 telephone numbers, and all necessary columns and spaces for fast data-entering. (See Appendix II.) Each interviewer used one of these sheets every fifteen minutes. Thus, a maximum of twenty calls was attempted by each interviewer each fifteen minute period. Other details of interviewing procedure may be found in the instructions to the interviewer (Appendix I).

Conclusions as to trends, significant changes, inter-station comparisons and so on are made in this report with reference only to the Lafayette area of listeners. Very different conditions may exist outside of this listening area.

### Results of December Period (Survey II, 1957)

The Survey was conducted from 9:00 AM to 12:00 noon for the five day period beginning Monday, December 10, 1956.

The data from the first week are presented in Tables 1-4. Most of the data in this report will be presented in similar tabular form. Therefore, a brief explanation here of Table 1 should suffice in explanation of successive tables of the same type.

Table 1 summarizes the results obtained from all calls made during the hour beginning at 9:00 AM on all five days covered by the first survey. The table consists of four sections. The first is labelled "Raw Figures." This section contains the totals derived from all the interviewer data sheets during the 9:00 hour. The totals from this gross total are broken down by fifteen minute periods. For example, in line A we see that 449 calls were attempted from 9:00 to 9:15, Monday through Friday. Of these, there were 141 no answers, 55 lines busy, and 253 calls were completed. Of the 253 interviewed, 192 own a television set. Also of the 253 homes covered, 76 persons were listening to either radio or television and 177 were not listening to either. Of the 76 listeners, 40 were listening to radio and 36 were watching television. These listeners are further broken down among stations. The totals for each fifteen minute period are summed across the rows to the right to obtain the totals for the entire hour. A number of checks for arithmetic errors can be made in any column:

1.  $B+C+D = A$
2.  $F+G = D$
3. Sum of  $H = I+J = G$



Table 1 DATA SHEET

For hour starting 9:00 AM Composite: Monday through Friday Dec. 10-14, 1956

RAW FIGURES						SHARE OF AUDIENCE					
	00	15	30	45	Hour		00	15	30	45	Hour
A. ATT'D CALLS	449	470	464	461	1844	G. No. lis'g	76	81	84	77	318
B. No answers	141	164	161	165	631	(To find "shares" divide H by G)					
C. Line busy	55	61	63	75	254	O. Per cent Share:					
D. Completed	253	245	240	221	959	WBAA	6	6	3	8	6
E. Own TV	192	197	179	165	733	WASK	26	22	23	19	23
F. Not lis'g	177	164	156	144	641	WGN	6	4		3	3
G. No. lis'g	76	81	84	77	318	WLS	4	10	8	4	7
H. WBAA	5	5	3	6	19	WMAQ	3	2	1	4	3
WASK	20	18	19	15	72	WBBM	3	6	3	13	6
WGN	5	3		2	10	Other Radio	4	5	2	4	4
WLS	3	8	7	3	21	WCIA	6	2	2	5	4
WMAQ	2	2	1	3	8	WTTV	6	7	11	9	9
WBBM	2	5	3	10	20	WFBM	14	19	21	9	16
Other Radio	3	4	2	3	12	WISH	16	13	14	17	15
WCIA	5	2	2	4	13	WFAM	3	1	8	5	4
WTTV	5	6	9	7	27	Other TV	1	1	1		1
WFBM	11	15	18	7	51	P. Share: Radio	53	56	42	55	51
WISH	12	11	12	13	48	Q. Share: TV	47	44	58	45	49
WFAM	2	1	7	4	14						
Other TV	1	1	1		3						
I. All to radio	40	45	35	42	162						
J. All to TV	36	36	49	35	156						
X. TV less year	18	37	34	24	113						
COMPUTING SETS-IN-USE						RATINGS					
D. Completed	253	245	240	241	959	N. Sets in Use	.21	.21	.23	.22	.22
G. N'r lis'g	76	81	84	77	318	(For ratings multiply each O by N)					
K. G ÷ D (pct)	.30	.33	.35	.35	.33	E. Rating:					
L. K times C	17	20	22	26	84	WBAA	1	1	1	2	1
M. G plus L	93	101	106	103	402	WASK	5	5	5	4	5
N. M ÷ A	.21	.21	.23	.22	.22	WGN	1	1		1	7
(N is the "sets-in-use" figure)						WLS	1	2	2	1	1
						WMAQ	1	0	0	1	5
						WBBM	1	1	1	3	1
						WCIA	1	0	0	1	1
						WTTV	1	1	3	2	2
						WFBM	3	4	5	2	3
						WISH	3	3	3	4	3
						WFAM	1	0	2	1	1
						S. TOTALS OF RATINGS					
						All Radio	11	12	10	12	11
						All TV	10	10	13	10	11

Table 2 DATA SHEET

For hour starting 10:00 AM Composite: Monday through Friday Dec. 10-14, 1956

RAW FIGURES						SHARE OF AUDIENCE					
	00	15	30	45	Hour		00	15	30	45	Hour
A. ATT'D CALLS	437	456	467	449	1809	G. No. lis'g	95	86	107	77	365
B. No answers	161	161	172	166	660	(To find "shares" divide H by G)					
C. Line busy	59	58	64	58	289	O. Per cent Share:					
D. Completed	217	237	231	225	910	WBAA	4	2	5	3	4
E. Own TV	177	167	164	165	673	WASK	14	17	27	14	19
F. Not lis'g	122	151	124	148	545	WGN	2	2	4	5	3
G. No. lis'g	95	86	107	77	365	WLS	4	2	3		3
H. WBAA	4	2	5	2	13	WMAQ	2	9	1	1	3
WASK	13	15	29	11	68	WBBM	6	6	3	10	6
WGN	2	2	4	4	12	Other Radio	7	15	13	8	11
WLS	4	2	3		9	WCIA	1	2	2	1	2
WMAQ	2	8	1	1	12	WTTV	6	2	7	12	7
WBBM	6	5	3	8	22	WFBM	24	17	20	25	21
Other Radio	7	13	14	6	40	WISH	22	20	9	17	17
WCIA	1	2	2	1	6	WFAM	5	3	7	3	5
WTTV	6	2	7	9	24	Other TV	1		1	1	1
WFBM	23	15	21	19	78	P. Share: Radio	40	55	55	41	48
WISH	21	17	10	13	61	Q. Share: TV	60	45	45	58	52
WFAM	5	3	7	2	17	RATINGS					
Other TV	1		1	1	3	N. Sets in Use	.27	.23	.29	.22	.25
I. All to radio	38	47	59	32	176	(For ratings multiply each O by N)					
J. All to TV	57	39	48	45	189	E. Rating:					
X. TV less year	32	19	30	19	100	WBAA	1	0	1	1	1
COMPUTING SETS-IN-USE						WASK	4	4	8	3	5
D. Completed	217	237	231	225	910	WGN	0	0	1	1	1
G. N'r lis'g	95	86	107	77	365	WLS	1	0	1		1
K. $G \div D$ (pct)	.43	.36	.46	.34	.40	WMAQ	0	2	0	0	1
L. K times C	25	21	29	20	95	WBBM	2	1	1	2	1
M. G plus L	120	107	136	97	460	WCIA	0	0	0	0	0
N. $M \div A$	.27	.23	.29	.22	.25	WTTV	2	0	2	3	2
(N is the "sets-in-use" figure)						WFBM	6	4	6	5	5
						WISH	6	5	3	4	4
						WFAM	1	1	2	1	0
						S. TOTALS OF RATINGS					
						All Radio	11	13	16	9	12
						All TV	16	10	13	13	13

Table 3 DATA SHEET

For hour starting 11:00 AM Composite: Monday through Friday Dec. 10-14, 1956

RAW FIGURES						SHARE OF AUDIENCE					
	00	15	30	45	Hour		00	15	30	45	Hour
A. ATT'D CALLS	464	473	475	435	1847	G. No. lis'g	67	103	104	105	381
B. No answers	195	165	187	163	710	(To find "shares" divide H by G)					
C. Line busy	63	62	34	34	193	O. Per cent Share:					
D. Completed	206	246	254	238	944	WBAA	1	9	2	3	4
E. Own TV	148	182	192	179	701	WASK	22	10	15	23	17
F. Not lis'g	139	141	150	133	563	WGN	1	1	3	4	2
G. No. lis'g	67	103	104	105	381	WLS	6	4	2	1	3
H. WBAA	1	9	2	3	15	WMAQ	1	2	1	4	2
WASK	15	10	16	24	65	WBBM	4	7	1	7	5
WGN	1	1	3	4	9	Other Radio	12	9	8	6	8
WLS	4	4	2	1	11	WCIA		1	8	1	3
WMAQ	1	2	1	4	8	WTTV	4	10	6	1	5
WBBM	3	7	1	7	18	WFBM	19	17	34	29	25
Other Radio	8	9	8	6	31	WISH	15	21	18	21	19
WCIA		1	8	1	10	WFAM	10	11	3	2	6
WTTV	3	10	6	1	20	Other TV	1	1			1
WFBM	13	18	35	30	96	P. Share: Radio	49	39	32	47	41
WISH	10	22	19	22	73	Q. Share: TV	51	61	68	53	59
WFAM	7	11	3	2	23						
Other TV	1	1			2						
I. All to radio	33	40	33	49	157						
J. All to TV	34	63	71	56	224						
K. TV less year	18	24	27	25	94						
COMPUTING SETS-IN-USE						RATINGS					
D. Completed	206	246	254	238	944	N. Sets in Use	.19	.27	.25	.27	.25
G. N'r lis'g	67	103	104	105	381	(For ratings multiply each O by N)					
K. G ÷ D (pct)	.33	.42	.41	.44	.40	E. Rating:					
L. K times C	21	26	14	15	77	WBAA	0	2	1	1	1
M. G plus L	88	129	118	120	458	WASK	4	3	4	6	4
N. M ÷ A	.19	.27	.25	.27	.25	WGN	0	0	1	1	1
(N is the "sets-in-use" figure)						WLS	1	1	1	0	1
						WMAQ	0	0	0	1	1
						WBBM	1	2	0	2	2
						WCIA	0	2	0	0	1
						WTTV	1	3	1	0	1
						WFBM	4	5	9	8	6
						WISH	3	6	5	6	5
						WFAM	2	3	1	0	1
						S. TOTALS OF RATINGS					
						All Radio	9	11	8	13	10
						All TV	10	16	17	14	15

Table 4 DATA SHEET

For 3 hours starting 9:00 AM Composite: Monday through Friday Dec. 10-14, 1956

RAW FIGURES		SHARE OF AUDIENCE	
	Hour	G. No. lis'g	Hour
A. ATT'D CALLS	5500		1064
B. No answers	2001	(To find "shares" divide H by G)	
C. Line busy	686	O. Per cent Share:	
D. Completed	2813	WBAA	4
E. Own TV	2107	WASK	19
F. Not lis'g	1749	WGN	3
G. No. lis'g	1064	WLS	4
H. WBAA	47	WMAQ	3
WASK	205	WBBM	6
WGN	31	Other Radio	8
WLS	41	WCIA	3
WMAQ	28	WTTV	7
WBBM	60	WFBM	21
Other Radio	83	WISH	17
WCIA	29	WFAM	5
WTTV	71	Other TV	1
WFBM	225	P. Share: Radio	47
WISH	182	Q. Share: TV	53
WFAM	54		
Other TV	8		
I. All to radio	495		
J. All to TV	569		
K. TV less year	307		
COMPUTING SETS-IN-USE		RATINGS	
D. Completed	2813	N. Sets in Use	.24
G. N'r lis'g	1064	(For ratings multiply each O by N)	
K. $G \div D$ (pct)	.38	E. Rating:	
L. K times C	261	WBAA	1
M. G plus L	1325	WASK	5
N. $M \div A$	.24	WGN	1
(N is the "sets-in-use" figure)		WLS	1
		WMAQ	1
		WBBM	1
		WCIA	1
		WTTV	2
		WFBM	5
		WISH	4
		WFAM	1
		S. TOTALS OF RATINGS	
		All Radio	11
		All TV	13



The remaining three parts of the table are calculated directly from the Raw Figures section. "Share of audience" is obtained by dividing the number of listeners to any station at any period by the number of total listeners during that time period. Thus, the Share of audience section contains the percentage of the listening audience held by each station. For example, of all people listening to anything between 9:45 and 10:00, 8% of them were listening to WBAA.

The section labelled "Computing Sets In Use" is self explanatory. This figure is used to obtain the Rating figures. "Sets in Use" is an estimate of the percentage of people in the entire sample who are listening to either radio or television.

The "Share of audience" figure divided by the "Sets in Use" yields the rating which estimates the percentage of all people in the population who are listening to a given station at any given period of time. The "population" in this study refers to all telephone subscribers in the Lafayette area.

Tables 2 and 3 give the total for the remaining two hours covered by the December period. Table 4 contains the grand totals for the three hour period.

Previous studies have indicated that there is very little television viewing in the morning. This survey shows that television gains throughout the morning and commands slightly more than half of the total audience for the three hours covered. Approximately one home in four has either radio or television turned on at any given time in the morning.

It is seen that WFBM-TV, channel 6, maintained about 1/4 of the total audience throughout the morning. It should be pointed out that the reception of channel 6 is better in this area than for any other channel. Therefore, one should not necessarily conclude that the apparent superiority of channel 6 is due only to the programs carried.

Table 5 lists the radio and television stations showing their share of audience and relative rank for each hour period and for the entire three hour period. The rankings of the television stations change only once. During the 11:00 to 12:00 hour WTTV and WFAM-TV switch rank order, but their relative shares of the audience are, for all practical purposes, almost the same and therefore the change in position should not be considered of any import. Slight shifts do occur in radio rankings throughout the morning.

The listenership of WBAA is shown in Table 6. Contrary to the findings of Survey I, 1956, which were that listenership to WBAA tends "to slack off at 10:15 and remains at 2% until 11:45" the present results indicate considerable fluctuation but with moderate downward trends except for the 11:15 to 11:30 period which indicates a considerable increase from 1% to 9%, then a sudden drop-off again to 2% for the succeeding fifteen minute period. As these percentages are low they are not considered stable and as such this fluctuation might possibly be attributed to chance factors.

During the period from 10:30 to 11:45 WBAA normally presents various programs of the School of the Air or National Association of Educational Broadcasters' Series. This period, as can be noted, has a generally lower share of the audience as measured by this survey than has the period from 9:00 to 10:45. It should be noted that the content of the 10:30 to 11:45 period is designed for broadcast to primary and

Table 5

Share of Audience and Relative Ranks of Radio and TV Stations, December Period (Survey II, 1957)

Radio	9-10			10-11			11-12			9-12		
	Share	Rank	Share	Rank	Share	Rank	Share	Rank	Share	Rank	Share	Rank
WASK	22.6	1	18.6	1	17.1	1	19.2	1	19.2	1		
WLS	6.6	2	2.5	7	2.9	5	3.9	5	3.9	5		
WBBM	6.3	3	6.0	3	4.7	3	5.6	3	5.6	3		
WBAA	6.0	4	3.6	4	3.9	4	4.4	4	4.4	4		
Other	3.8	5	10.9	2	8.1	2	7.8	2	7.8	2		
WGN	3.1	6	3.3	5.5	2.4	6	2.9	6	2.9	6		
WMAQ	2.5	7	3.3	5.5	2.1	7	2.6	7	2.6	7		
TV												
WFBM	16.0	1	21.4	1	25.2	1	21.1	1	21.1	1		
WISH	15.1	2	16.7	2	19.2	2	17.1	2	17.1	2		
WTTV	8.5	3	6.6	3	5.2	4	6.7	4	6.7	4		
WFAM	4.4	4	4.7	4	6.0	3	5.1	3	5.1	3		
WCIA	4.1	5	1.6	5	2.6	5	2.7	5	2.7	5		
Other	.9	6	.8	6	.5	6	.7	6	.7	6		

TV

secondary schools to supplement classroom instruction, and as such would not necessarily have a high listener appeal for the population sampled. The classroom audience will not be reflected in this survey since no calls were made to the schools. Station WBAA has evidence from other sources as to the extent of listenership in classrooms to this type program.

Table 6

WBAA Morning Audience

<u>15" Period Beginning</u>	<u>Share of Audience</u>	<u>Type of Program</u>
9:00	6%	religious meditation
9:15	6%	foreign report
9:30	3%	news
9:45	8%	news
10:00	4%	women's homemaking
10:15	2%	women's homemaking
10:30	5%	School of the Air
10:45	3%	or
11:00	1%	NAEB programs (var-
11:15	9%	ies from day to day)
11:30	2%	" " "
11:45	3%	news

Results of January Period (Survey II, 1957)

The totals obtained in the second period are summarized in Tables 7-10. It is estimated that 42% of the population have either radio or television turned on between 5:30 and 6:30 PM and this figure jumps to 56% between 7:30 and 8:30. The 1956 survey derived similar results except that the 1956 results showed lower percentages: 37% at the 5:30 hour, and 47% at the 7:30 hour. These comparisons will be discussed in a following section.

The share of audience held by WBAA is presented in Table 11.

Of interest is the fact that, contrary to the share of audience figures of all other radio stations received in the Lafayette area, WBAA's share of audience figure remains fairly stable during the evening hours, while other stations diminish in their share of the audience. During the hour starting at 5:30, WBAA had 4.1% of the audience and during the hour starting at 7:30, WBAA had 4.5% of the audience. WBAA apparently receives more listeners in proportion as the total audience increases, so in effect more persons tune to WBAA as the evening progresses, but not enough to appreciably increase WBAA's share of the audience.

Table 7 DATA SHEET

For hour starting 11:30 AM Composite: Monday through Friday Jan. 7-11, 1957

RAW FIGURES						SHARE OF AUDIENCE					
	30	45	00	15	Hour		30	45	00	15	Hour
A. ATT'D CALLS	410	430	422	407	1669	G. No. lis'g	86	94	105	91	376
B. No answers	143	153	137	122	555	(To find "shares" divide H by G)					
C. Line busy	53	42	38	46	179	O. Per cent Share:					
D. Completed	214	235	247	239	935	WBAA		4	6		3
E. Own TV	178	191	189	193	751	WASK	10	15	20	26	18
F. Not lis'g	128	141	142	148	559	WGN	2	3	3	1	2
G. No. lis'g	86	94	105	91	376	WLS	1	3	2	1	2
H. WBAA			5	6	11	WMAQ	2	2		3	2
WASK	9	14	21	24	68	WBBM	7	4	4	5	5
WGN	2	3	3	1	9	Other Radio	8	3	5	10	6
WLS	1	3	2	1	7	WCIA	1		4	1	2
WMAQ	2	2		3	7	WTTV	1	4	3	9	4
WBBM	6	4	4	5	19	WFBM	34	35	40	26	34
Other Radio	7	3	5	9	24	WISH	24	20	11	9	16
WCIA	1		4	1	6	WFAM	7	3	3	7	5
WTTV	1	4	3	8	16	Other TV	1	1		1	1
WFBM	24	33	42	24	128	P. Share : Radio	31	36	39	47	39
WISH	21	19	12	8	60	Q. Share: TV	69	64	61	53	61
WFAM	6	3	3	6	18	RATINGS					
Other TV	1	1		1	3	N. Sets in Use	.26	.26	.29	.27	.27
I. All to radio	27	34	41	43	145	(For ratings multiply each O by N)					
J. All to TV	59	60	64	48	231	E. Rating:					
K. TV less year	18	20	19	18	75	WBAA		1	2		1
COMPUTING SETS-IN-USE						WASK	3	4	6	7	5
D. Completed	214	235	247	239	935	WGN	1	1	1	0	1
G. N'r lis'g	86	94	105	91	376	WLS	0	1	1	0	1
K. $G \div D$ (pct)	.40	.40	.43	.38	.40	WMAQ	1	1		1	1
L. K times C	21	17	16	17	72	WBBM	2	1	1	1	1
M. G plus L	107	111	121	108	448	WCIA	0		1	0	0
N. $M \div A$	.26	.26	.29	.27	.27	WTTV	0	1	1	2	1
(N is the "sets-in-use" figure)						WFBM	9	9	12	7	9
						WISH	6	5	3	2	4
						WFAM	2	1	1	2	1
						S. TOTALS OF RATINGS					
						All Radio	8	9	11	13	10
						All TV	18	17	18	14	17



Table 8 DATA SHEET

For hour starting 5:30 PM

Composite: Monday through Friday

Jan. 7-11, 1957

RAW FIGURES						SHARE OF AUDIENCE					
	30	45	00	15	Hour		30	45	00	15	Hour
A. ATT'D CALLS	410	384	430	410	1634	G. No. lis'g	136	121	152	172	581
B. No answers	79	81	87	74	321	(To find "shares" divide H by G)					
C. Line busy	50	45	55	52	202	O. Per cent Share:					
D. Completed	281	258	288	284	1111	WBAA	5	3	5	3	4
E. Own TV	233	204	247	226	910	WASK	10	11	9	12	10
F. Not lis'g	145	137	136	112	530	WGN	1	2	1	1	1
G. No. lis'g	136	121	152	172	581	WLS	1			1	1
H. WBAA	7	4	8	5	24	WMAQ	2	1	1	2	2
WASK	13	13	14	20	60	WBBM	1	2	2	2	2
WGN	2	2	1	1	6	Other Radio	1	3	4	2	3
WLS	2			2	4	WCIA			1	3	1
WMAQ	3	1	2	4	10	WTTV	26	17	18	19	20
WBBM	2	3	3	4	12	WFBM	35	41	41	40	39
Other Radio	2	4	6	3	15	WISH	10	15	11	10	11
WCIA			2	6	8	WFAM	5	5	7	5	5
WTTV	36	20	27	32	115	Other TV	1		1		0
WFBM	47	50	62	69	228	P. Share: Radio	23	22	22	23	23
WISH	14	18	16	17	65	Q. Share: TV	77	78	78	77	77
WFAM	7	6	10	9	32	RATINGS					
Other TV	1		1		2	N. Sets in Use	.39	.37	.42	.50	.42
I. All to radio	31	27	34	39	131	(For ratings multiply each O by N)					
J. All to TV	105	94	118	133	450	E. Rating:					
X. TV less year	36	32	29	31	128	WBAA	2	1	2	1	2
COMPUTING SETS-IN-USE						WASK	4	4	4	6	4
D. Completed	281	258	288	284	1111	WGN	0	1	0	1	0
G. N'r lis'g	136	121	152	172	581	WLS	0			1	0
K. G ÷ D (pct)	.48	.47	.53	.61	.52	WMAQ	1	0	0	1	1
L. K times C	24	21	29	32	105	WBBM	0	1	1	1	1
M. G plus L	160	142	181	204	686	WCIA			0	1	1
N. M ÷ A	.39	.37	.42	.50	.42	WTTV	10	6	7	9	8
(N is the "sets-in-use" figure)						WFBM	14	15	17	20	16
						WISH	4	5	5	5	5
						WFAM	2	2	3	2	2
						S. TOTALS OF RATINGS					
						All Radio	9	8	9	11	9
						All TV	30	29	33	39	33

Table 9 DATA SHEET

For hour starting 7:30 PM Composite: Monday through Friday Jan. 7-11, 1957

RAW FIGURES						SHARE OF AUDIENCE					
	30	45	00	15	Hour		30	45	00	15	Hour
A. ATT'D CALLS	328	348	381	342	1399	G. No. lis'g	132	178	172	171	653
B. No answers	76	67	101	75	319	(To find "shares" divide H by G)					
C. Line busy	61	38	45	41	185	O. Per cent Share:					
D. Completed	191	243	235	226	895	WBAA	4	3	5	6	5
E. Own TV	151	198	186	192	727	WASK	5	5	4	5	4
F. Not lis'g	59	65	63	55	242	WGN	1	1	2		1
G. No. lis'g	132	178	172	171	653	WLS	1			1	0
H. WBAA	5	5	9	11	30	WMAQ	2	1	2		1
WASK	6	4	7	8	25	WBBM	1	5			1
WGN	1	1	3		5	Other Radio	1	1	1	2	1
WLS	1			1	2	WCIA	3	3	1	3	3
WMAQ	3	1	3		7	WTTV	17	13	12	18	15
WBBM	2	4			6	WFBM	45	44	38	40	41
Other Radio	1	2	2	3	8	WISH	17	20	26	20	21
WCIA	4	5	2	5	16	WFAM	4	11	6	4	7
WTTV	22	23	21	31	97	Other TV	1		2	1	1
WFBM	59	78	65	69	271	P. Share: Radio	14	9	14	13	13
WISH	22	35	45	35	137	Q. Share: TV	86	90	87	87	88
WFAM	5	20	11	7	43	RATINGS					
Other TV	1		4	1	6	N. Sets in Use	.53	.59	.54	.59	.56
I. All to radio	19	17	24	23	83	(For ratings multiply each O by N)					
J. All to TV	113	161	150	148	572	E. Rating:					
X. TV less year	17	29	21	16	83	WBAA	2	2	3	4	2
COMPUTING SETS-IN-USE						WASK	3	3	2	3	2
D. Completed	191	243	235	226	895	WGN	1	1	1		0
G. N'r lis'g	132	178	172	171	653	WLS	1			1	0
K. G ÷ D (pct)	.69	.73	.73	.76	.73	WMAQ	1	1	1		1
L. K times C	42	28	33	31	135	WBBM	1	3			1
M. G plus L	174	206	205	202	788	WCIA	1	2	1	2	1
N. M ÷ A	.53	.59	.54	.59	.56	WTTV	9	8	6	11	8
(N is the "sets-in-use" figure)						WFBM	24	26	21	24	23
						WISH	9	12	14	12	12
						WFAM	2	6	3	2	4
						S. TOTALS OF RATINGS					
						All Radio	.7	5	.7	8	7
						All TV	45	53	47	51	49

Table 10 DATA SHEET

For 3 hours, 11:30-12:30, 5:30-6:30, 7:30-8:30 Composite: Monday through Friday  
Jan. 7-11, 1957

RAW FIGURES		SHARE OF AUDIENCE	
	Hour		Hour
A. ATT'D CALLS	4702	G. No. lis'g	1610
B. No answers	1195	(To find "shares" divide H by G)	
C. Line busy	566	O. Per cent Share:	
D. Completed	2941	WBAA	4
E. Own TV	2388	WASK	9
F. Not lis'g	1331	WGN	1
G. No. lis'g	1610	WLS	1
H. WBAA	65	WMAQ	1
WASK	153	WBBM	2
WGN	20	Other Radio	3
WLS	13	WCIA	2
WMAQ	24	WTTV	14
WBBM	37	WFBM	39
Other Radio	47	WISH	16
WCIA	30	WFAM	6
WTTV	228	Other TV	1
WFBM	627	P. Share: Radio	22
WISH	262	Q. Share: TV	78
WFAM	93		
Other TV	11		
I. All to radio	359		
J. All to TV	1251		
X. TV less year	286		
COMPUTING SETS-IN-USE		RATINGS	
D. Completed	2941	N. Sets in Use	.41
G. N'r lis'g	1610	(For ratings multiply each O by N)	
K. $G \div D$ (pct)	.55	E. Rating:	
L. K times C	311	WBAA	2
M. G plus L	1921	WASK	4
N. $M \div A$	.41	WGN	0
(N is the "sets-in use" figure)		WLS	0
		WMAQ	1
		WBBM	1
		WCIA	1
		WTTV	6
		WFBM	16
		WISH	7
		WFAM	2
		S. TOTALS OF RATINGS	
		All Radio	9
		All TV	32

Table 11

WBAA Afternoon and Evening Audience

<u>15" Period Beginning:</u>	<u>Share of Audience</u>	<u>Program Type Aired: *</u>
11:30	1%	School of the Air or NAEB program
11:45	4%	News
12:00	6%	Farm markets and farm news
12:15	0%	Farm markets and farm news
5:30	5%	Sports news
5:45	3%	News
6:00	5%	Dinner music
6:15	3%	Dinner music
7:30	4%	Classical music
7:45	3%	Classical music
8:00	5%	Classical music
8:15	6%	Classical music

\* NOTE: Many of these standard programs sometimes give way to special broadcasts, especially in the 7:30 to 8:30 spot, such as a special sports broadcast.



It should also be noted that while all other radio stations are losing in their share of the audience, television's share increases from 77.4% during the 5:30-6:30 hour to 87.6% during 7:30-8:30 hour. The drop in listenership for all radio from the 5:30 hour to the 7:30 hour is from 22.5% to 12.7%. WBAA's share of audience figures during the 7:30 to 8:30 hour averaged between 3% and 6%. During this period, classical music was the basis of WBAA program content for three out of the five days surveyed. On Monday evening, however, WBAA's share of the audience during the 7:30 to 8:30 hour ranged between 11% and 13%. On this evening WBAA carried a sports broadcast of the Purdue University vs. Ohio State University basketball game.

Table 12 presents the evening programs of WBAA and their ratings.

Table 12

	<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>					
7:30	Purdue vs. OSU	8	Music	0	Music	2	Music	0	Music	1
7:45	"	7	"	1	"	2	"	1	"	0
8:00	"	8	"	1	"	2	"	3	*	3
8:15	"	6	"	1	"	2	"	0	"	0

\* West Lafayette High School (Basketball)

Relative ranks of radio and television stations for the January period (Survey II, 1957) are presented in Table 13.

#### Comparison of December Period and January Period of 1957 Survey

These two periods include a half hour in common, 11:30 to 12:00 PM. The purpose of having this overlap was to develop some estimate of stability of results obtained.

The share of audience and ratings for the 1957 survey are presented in Table 14. The pattern seems to be similar in each period with certain exceptions. Television appears to have gained a greater share of the audience, going from 60.7% to 66%. Other gains and losses appear to have occurred in light of the raw percentage shares of audience. WASK, WFBM-TV, and WISH-TV each appear to have changed in their share of the audience. These three stations were selected for statistical comparison because of the apparent divergence between the two periods.

The standard error of the proportions in question were determined and are as follows:

Table 13

Share of Audience and Relative Ranks of Radio and TV Stations, January Period (Survey II, 1957)

Radio	11:30-12:30			5:30-6:30			7:30-8:30			Total		
	Share	Rank	Share	Share	Rank	Share	Share	Rank	Share	Rank	Share	Rank
WASK	18.1	1	10.3	3.8	1	3.8	2	1	9.5	1		
Other Radio	6.4	2	2.6	1.2	3	1.2	3	3	2.9	3		
WBBM	5.1	3	2.1	.9	4	.9	5	5	2.3	4		
WBAA	2.9	4	4.1	4.5	2	4.5	1	1	4.0	2		
WGN	2.4	5	1.0	.8	6	.8	6	6	1.2	6		
WLS	1.9	6	.7	.3	7	.3	7	7	.8	7		
WMAQ	1.9	7	1.7	1.1	5	1.1	4	4	1.5	5		
TV												
WFBM	34.0	1	39.2	41.5	1	41.5	1	1	38.9	1		
WISH	15.9	2	11.2	21.0	3	21.0	2	2	16.3	2		
WFAM	4.8	3	5.5	6.6	4	6.6	4	4	5.8	4		
WTTV	4.3	4	19.8	14.9	2	14.9	3	3	14.2	3		
WCIA	1.6	5	1.4	2.5	5	2.5	5	5	1.9	5		
Other TV	.8	6	.3	.9	6	.9	6	6	.7	6		

	December Period		January Period	
	<u>Share</u>	<u>SE</u>	<u>Share</u>	<u>SE</u>
WASK	19.1	2.8	12.8	2.6
WFBM-TV	31.0	3.2	34.4	3.6
WISH-TV	19.6	2.8	22.2	3.1
RADIO	39.2	3.4	33.9	3.6
T. V.	60.7	3.4	66.0	3.6

The standard error is a statistic which tells you the degree of confidence that you can place in the obtained percentages. For example, in the December period it was found that 19.1% of the listening audience was tuned to WASK. The standard error of this percentage for our sample is 2.8. If repeated samples were to be drawn of the same size and in the same manner we would expect the obtained percentages of listenership to WASK to be within one standard error (2.8) of 19.1% -- about two thirds of the time. We may expect to obtain percentages within two standard errors 95 times in 100, or within three standard errors 99 times in 100.

In the second period, January 10-14, 1957, 12.8% were listening to WASK during the 11:30-12:00 hour. This is 6.3% less than the percentage obtained in the December period, thus slightly less than three standard errors difference was found between the two percentages. If the population were the same, we would expect to obtain such an extreme deviation 1 time in 100. For WFBM-TV, the difference between the two percentages is slightly less than two standard errors. This difference would occur by chance 4 times in 100. Likewise the differences between the total percentages for radio listenership for the two periods and between the total percentages for television listenership are also slightly less than two standard errors.

We conclude that these shifts in the share of listenership represent true changes in listenership and are not due to sampling errors.

### Results of Combining Two Periods

The grand totals of both periods (December and January) of the 1957 survey are presented in Table 15. During the hours surveyed it is estimated that 32% of the homes have either radio or television turned on.

WBAA ranked second among all radio stations with 4.2% of the audience. We would expect WBAA's share of the audience to be between 3.4% and 5.0% 95 times out of 100 if random samples were repeated in the same manner.

Radio's share of the audience was 31.9%. We would expect the figure to lie between 29.8% and 33.0% 95 times out of 100.

WFBM-TV carried 31.9% of the listening audience, while WISH-TV and WTTV followed second and third with 16.6% and 11.2% respectively.

Table 14

Comparison of Results Between the Two Equivalent Periods  
11:30 to 12:00 PM for the 1957 Survey

Share of Audience

	December Period	January Period
WBAA	2.3	2.7
WASK	19.1	12.8
WGN	3.3	2.8
WLS	1.4	2.2
WMAQ	2.4	2.2
WBBM	3.8	5.6
Other Radio	6.7	5.6
WCIA	4.3	.5
WTTV	3.3	2.8
WFBM	31.0	34.4
WISH	19.6	22.2
WFAM	2.4	5.0
Other TV	0.0	1.1
Radio	39.2	33.9
TV	60.7	66.0
Sets in use	.26	.26

Ratings

WBAA	.6	.7
WASK	5.0	3.3
WGN	.9	.7
WLS	.4	.6
WMAQ	.6	.6
WBBM	1.0	1.5
WCIA	1.1	.1
WTTV	.9	.7
WFBM	8.1	8.9
WISH	5.1	5.8
WFAM	.6	1.3
Radio	10.2	8.8
TV	15.8	17.2



Table 15 DATA SHEET  
Grand Totals -- 2 Periods 1957 Survey

RAW FIGURES		SHARE OF AUDIENCE	
	Total		Total
A. ATT'D CALLS	10202	G. No. lis'g	2674
B. No answers	3196	(To find "shares" divide H by G)	
C. Line busy	1252	O. Per cent Share:	
D. Completed	5754	WBAA	4
E. Own TV	4495	WASK	13
F. Not lis'g	3080	WGN	2
G. No. lis'g	2674	WLS	2
H. WBAA	112	WMAQ	2
WASK	358	WBBM	4
WGN	51	Other Radio	5
WLS	54	WCIA	2
WMAQ	52	WTTV	11
WBBM	97	WFBM	32
Other Radio	130	WISH	17
WCIA	59	WFAM	6
WTTV	299	Other TV	1
WFBM	852	P. Share: Radio	32
WISH	444	Q. Share: TV	68
WFAM	147		
Other TV	19		
I. All to radio	854	RATINGS	
J. All to TV	1820	N. Sets in Use	.32
X. TV less year	593	(For ratings multiply each O by N)	
COMPUTING SETS-IN-USE		E. Rating:	
D. Completed	5754	WBAA	1
G. N'r lis'g	2674	WASK	4
K. G ÷ D (pct)	.46	WGN	1
L. K times C	576	WLS	1
M. G plus L	3250	WMAQ	1
N. M ÷ A	.32	WBBM	1
(N is the "sets-in-use" figure)		WCIA	1
		WTTV	3
		WFBM	10
		WISH	5
		WFAM	2
		S. TOTALS OF RATINGS	
		All Radio	10
		All TV	22

Table 16 presents some of the general information of the 1957 Survey. More than three fourths (78.1%) of the population has television in the home. During the morning hours, (9 o'clock to 12 o'clock), 27% of the television sets are in use and during the hours of the January period, which are predominantly in the evening, 52.4% of the television sets are in use.

Of the attempted calls, 31% did not answer and 12.3% of the telephones were busy. The percentage of completed calls is slightly more than 10% higher in the later part of the day (January period.)

Table 16

General Break-Down (1957 Survey)

	<u>December Period</u>	<u>January Period</u>	<u>Combined</u>
TV ownership	74.9	81.1	78.1
Less than year	14.6	9.7	10.3
More than year	60.3	71.4	67.8
No answer	36.4	25.4	31.3
Line Busy	12.4	12.0	12.3
Calls Completed	51.1	62.5	56.4
Listeners/completed	37.8	54.7	46.5
Listeners/attempted	19.3	34.2	26.2
TV Sets in use	27.0	52.4	40.4

Radio's share of the audience at the various hours covered is graphically portrayed in Figure 1. There is a progressive decline throughout the day from 50.9% during 9:00 to 10:11 AM to 12.7% during 7:30 to 8:30 PM. Each percentage is accompanied by its standard error.

Commensurate with the presentation of the 1956 Survey, Figure 2 illustrates the share of audience maintained by WBAA. This may be used to indicate the relative appeal of the various programs on WBAA, but the figures are relatively unreliable and should be interpreted with extreme caution. The figures are not stable because they are based on a small number of cases. It is not customary to use standard errors of extremely high or low percentages. Since all these percentages are less than 10, no standard errors are given.

In all the data presented this far, one concern has been with the number of radios or television sets in operation rather than the number of persons listening.

Table 17 shows the ratio of the number of persons listening to the number of radios tuned to WBAA for each hour. For example, between 11:30 and 12:30 an average of 1.91 persons was listening to each radio tuned to WBAA.

Figure 1  
Radio's Share of Audience

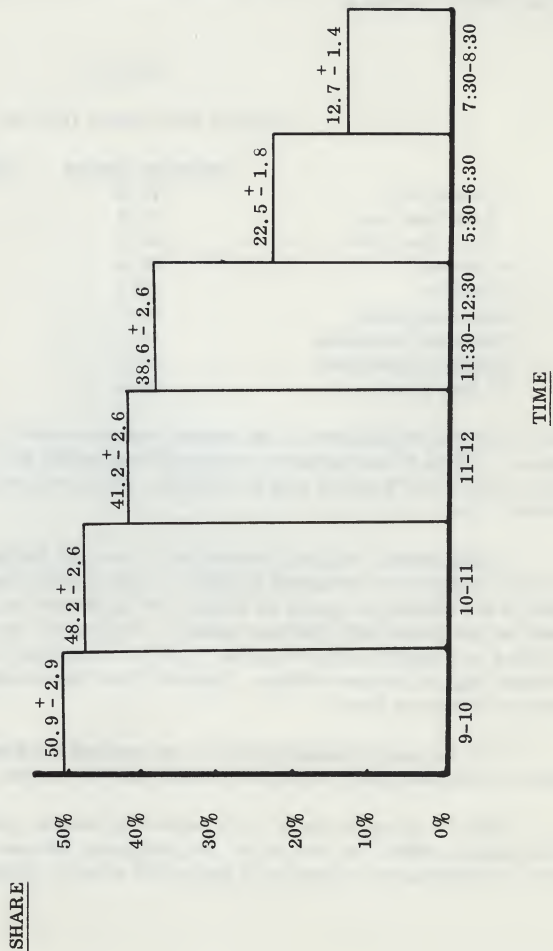


Figure 2  
Share of Audience to WBAA

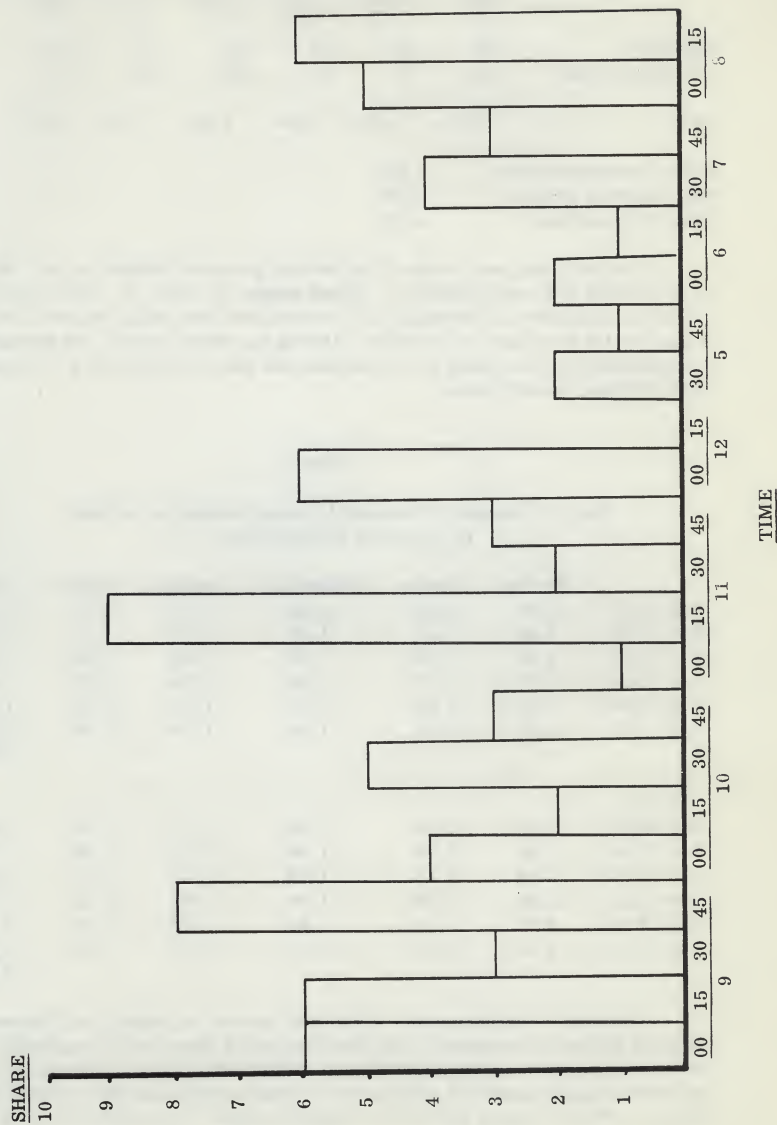




Table 17

Ratio of Number Listening to Number of Households to WBAA for Each Hour						
	<u>9:00</u>	<u>10:00</u>	<u>11:00</u>	<u>11:30</u>	<u>5:30</u>	<u>7:30</u>
No. Lis'g	23	14	24	21	39	51
No. Households	19	13	15	11	24	30
Ratio	1.21	1.08	1.60	1.91	1.62	1.71
Ratio December period	1.297					
Ratio January period	1.707					
Ratio both periods	1.535					

Comparisons were made of the ratio of persons listening to sets in operation for both radio and television. These appear in Table 18. This ratio indicates that in the afternoon and evening for both radio and television, the ratio is uniformly greater for television at all hours. During the entire survey, an average of 2.02 persons were watching each television set and an average of 1.40 persons were listening to each radio.

Table 18

Ratio of Number of Persons Listening to Number of Sets in Operation for Radio and T. V.						
	Monday	Tuesday	Wednesday	Thursday	Friday	Week
9:00-10:00	1.30	1.38	1.62	1.33	1.32	1.38
10:00-11:00	1.29	1.11	1.17	1.35	1.21	1.24
11:00-12:00	1.48	1.26	1.26	1.24	1.55	1.35
11:30-12:30	1.44	1.77	1.32	1.28	1.28	1.41
5:30- 6:30	1.74	1.68	1.83	1.57	1.78	1.71
7:30- 8:30	1.31	1.39	1.58	1.00	1.50	<u>1.34</u>
						1.40
T. V.						
9:00-10:00	1.72	1.83	1.82	1.70	1.77	1.60
10:00-11:00	1.68	1.74	1.44	1.79	1.33	1.60
11:00-12:00	1.74	2.19	1.63	1.84	1.78	1.84
11:30-12:30	2.29	1.92	1.90	1.88	2.39	2.06
5:30- 6:30	2.61	2.75	2.62	1.86	2.40	2.49
7:30- 8:30	2.16	2.33	2.68	2.71	2.76	<u>2.51</u>
						2.02

Contrary to the procedure of the 1956 Survey, no attempt will be made herein to project an estimate of the total number of listeners to programs. Not only is this procedure extremely unsound statistically but the final figures developed would only be useful in gaining a very rough estimate of the relative listenership to WBAA during a given fifteen minute period. This information is al-

ready available in a rough form in Figure 2, which shows the relative listenership by fifteen minute periods for WBAA.

### Comparison of 1956 Survey and 1957 Survey

Certain tabular information regarding comparative shares of audience percentages are presented in Tables 19 through 23.

Comparisons were made first at a grand total level between the two surveys. Second, the December periods were compared -- as were the January periods. And finally certain minor comparisons were developed. Figures 3 and 4 are comparative graphic presentation of selected information taken from these tables. Basically these tables introduce no additional information not already presented in earlier tables. However, comparative judgments can more readily be made because of the combinations of certain selected data.

Table 19 shows the comparative data for the 1956 and 1957 surveys in grand totals. The reader's attention is directed to the comparative relationships which exist between the "Raw Figures" and the similar relationships in the "Share of Audience" section. When comparing the share of audience percentages of the 1956 and 1957 surveys, we find that there is no significant difference between 32.8% and 31.9%, or radio's share of the audience.

Share of audience figures for WBAA for the 1956 and 1957 surveys are 4.5 and 4.2 respectively.

Table 20 depicts the figures for the comparable December periods of the two surveys. Table 21 presents the figures for the January periods.

Table 22 gives a station-by-station, hour-by-hour, breakdown of the December periods and Table 23 gives the same information for the January periods.

When the shares of audience for radio are graphically depicted as in Figure 3, the comparable diminishing listenership to radio is evident in both the 1956 Survey and the 1957 Survey.

Figure 4 shows the comparative shares of the audience for WBAA. The extreme deviations toward the mid-day periods, which are unexplainable from the data, obscure the more gross trend of listenership to WBAA which is that listenership declines through the morning hours, rallies toward the middle of the day, and begins to increase again during the evening hours.

### Summary of major findings of 1957 Survey

1. Radio's share of the listening audience is 31.9%  $\pm$  6.
2. WBAA's share is 4.2%  $\pm$  4.

Table 19  
Comparison of Grand Totals for 1956 Survey and 1957 Survey

RAW FIGURES			SHARE OF AUDIENCE		
	1956	1957		1956	1957
A. ATT'D CALLS	10646	10202	G. No. lis'g	2818	2674
B. No answers	3339	3196	(To find "shares" divide H by G)		
C. Line busy	1199	1252	O. Per cent Share:		
D. Completed	6108	5754	WBAA	5	4
E. Own TV	4374	4495	WASK	12	13
F. Not lis'g	3290	3080	WGN	2	2
G. No. lis'g	2818	2674	WLS	2	2
H. WBAA	126	112	WMAQ	2	2
WASK	335	358	WBBM	6	4
WGN	68	51	Other Radio	4	5
WLS	69	54	WCIA	5	2
WMAQ	63	52	WTTV	11	11
WBBM	157	97	WFBM	37	32
Other Radio	106	130	WISH	11	17
WCIA	131	59	WFAM	2	6
WTTV	303	299	Other TV	1	1
WFBM	1042	852	P. Share: Radio	33	32
WISH	324	444	Q. Share: TV	67	68
WFAM	63	147			
Other TV	30	19			
I. All to radio	924	854			
J. All to TV	1893	1820			
X. TV less year					
COMPUTING SETS-IN-USE			RATINGS		
D. Completed	6108	5754	N. Sets in Use	.32	.32
G. N'r lis'g	2818	2674	(For ratings multiply each O by N)		
K. $G \div D$ (pct)	.46	.46	E. Rating:		
L. K times C	553	576	WBAA	1	1
M. G plus L	3371	3250	WASK	4	4
N. $M \div A$	.32	.32	WGN	1	1
(N is the "sets-in-use" figure)			WLS	1	1
			WMAQ	1	1
			WBBM	2	1
			WCIA	1	1
			WTTV	3	3
			WFBM	11	10
			WISH	4	5
			WFAM	1	2
			S. TOTALS OF RATINGS		
			All Radio	10	10
			All TV	21	22

Table 20

Totals for December Period (Survey I, 1956) and December Period (Survey II, 1957)  
For 3 hours, 9:00 AM to 12:00 Noon

RAW FIGURES			SHARE OF AUDIENCE		
	Dec., I	Dec., II		Dec., I	Dec., II
A. ATT'D CALLS	5175	5500	G. No. lis'g	1060	1064
B. No answers	1784	2001	(To find "shares" divide H by G)		
C. Line busy	679	686	O. Per cent Share:		
D. Completed	2712	2813	WBAA	5	4
E. Own TV	1895	2107	WASK	16	19
F. Not lis'g	1652	1749	WGN	4	3
G. No. lis'g	1060	1064	WLS	5	4
H. WBAA	48	47	WMAQ	2	3
WASK	174	205	WBBM	8	6
WGN	40	31	Other Radio	5	8
WLS	51	41	WCIA	4	3
WMAQ	23	28	WTTV	6	7
WBBM	90	60	WFBM	29	21
Other Radio	57	83	WISH	15	17
WCIA	43	29	WFAM		5
WTTV	63	71	Other TV		1
WFBM	312	225	P. Share: Radio	45	47
WISH	158	182	Q. Share: TV	54	53
WFAM		54			
Other TV		8			
I. All to radio	483	495	RATINGS		
J. All to TV	576	569	N. Sets in Use	.26	.24
K. TV less year		307	(For ratings multiply each O by N)		
COMPUTING SETS-IN-USE			E. Rating:		
D. Completed	2712	2813	WBAA	2	1
G. N'r lis'g	1060	1064	WASK	6	5
K. $G \div D$ (pct)	.39	.38	WGN	1	1
L. K times C	265	261	WLS	2	1
M. G plus L	1325	1325	WMAQ	1	1
N. $M \div A$	.26	.24	WBBM	3	1
(N is the "sets-in-use" figure)			WCIA	1	1
			WTTV	2	2
			WFBM	11	5
			WISH	6	4
			WFAM		1
			S. TOTALS OF RATINGS		
			All Radio	18	11
			All TV	21	13



Table 21

Totals for January Period (Survey I, 1956) and January Period (Survey II, 1957)

For 3 hours, 11:30-12:30 AM, 5:30-6:30 PM, 7:30-8:30 PM

RAW FIGURES			SHARE OF AUDIENCE		
	Jan., I	Jan., II		Jan., I	Jan., II
A. ATT'D CALLS	5471	4702	G. No. lis'g	1758	1610
B. No answers	1555	1195	(To find "shares" divide H by G)		
C. Line busy	520	566	O. Per cent Share:		
D. Completed	3396	2941	WBAA	4	4
E. Own TV	2479	2388	WASK	9	9
F. Not lis'g	1638	1331	WGN	2	1
G. No. lis'g	1758	1610	WLS	1	1
H. WBAA	78	65	WMAQ	2	1
WASK	161	153	WBBM	4	2
WGN	28	20	Other Radio	3	3
WLS	18	13	WCIA	5	2
WMAQ	40	24	WTTV	14	14
WBBM	67	37	WFBM	41	39
Other Radio	49	47	WISH	9	16
WCIA	88	30	WFAM	4	9
WTTV	240	228	Other TV	2	1
WFBM	730	627	P. Share: Radio	25	22
WISH	166	262	Q. Share: TV	75	78
WFAM	63	93			
Other TV	30	11			
I. All to radio	441	359	RATINGS		
J. All to TV	1317	1251	N. Sets in Use	.37	.41
X. TV less year		286	(For ratings multiply each O by N)		
COMPUTING SETS-IN-USE			E. Rating:		
D. Completed	3396	2941	WBAA	2	2
G. N'r lis'g	1758	1610	WASK	3	4
K. $G \div D$ (pct)	.52	.55	WGN	1	0
L. K times C	269	311	WLS	0	0
M. G plus L	2027	1921	WMAQ	1	1
N. $M \div A$	.37	.41	WBBM	1	1
(N is the "sets-in-use" figure)			WCIA	2	1
			WTTV	5	6
			WFBM	15	16
			WISH	3	7
			WFAM	1	2
			S. TOTALS OF RATINGS		
			All Radio	9	9
			All TV	28	32

Table 22

Percentage Share of Audience for Radio and Television Stations by Hour Totals  
for December Period (Survey I, 1956) and December Period (Survey II, 1957)

No. listening	9:00 - 10:00		10:00 - 11:00		11:00 - 12:00	
	Survey I (1956)	Survey II (1957)	Survey I (1956)	Survey II (1957)	Survey I (1956)	Survey II (1957)
	334	318	320	365	406	381
WBAA	7	6	3	4	4	4
WASK	18	23	20	19	13	17
WGN	3	3	4	3	4	2
WLS	7	7	5	3	3	3
WMAQ	3	3	2	3	1	2
WBBM	10	6	8	6	8	5
Other Radio	5	4	4	11	7	8
WCLA	3	4	4	2	5	3
WTTV	5	9	6	7	7	5
WFBM	27	16	26	21	34	25
WISH	12	15	18	17	15	19
WFAM		4		5		6
Other TV		1		1		1
Radio	52	51	47	48	39	41
Television	48	49	53	52	61	59

Table-23

Percentage Share of Audience for Radio and Television Stations by Hour Totals  
for January Period (Survey I, 1956) and January Period (Survey II, 1957)

No. listening	11:30 - 12:30		5:30 - 6:30		7:30 - 8:30	
	Survey I (1956)	Survey II (1957)	Survey I (1956)	Survey II (1957)	Survey I (1956)	Survey II (1957)
	421	376	592	581	738	653
WBAA	4	3	3	4	6	5
WASK	17	18	9	10	5	4
WGN	2	2	2	1	1	1
WLS	1	2	2	1	0	0
WMAQ	3	2	2	2	2	1
WBEM	10	5	3	2	1	1
Other Radio	5	6	4	3	1	1
WCIA	4	2	9	1	2	3
WTTV	7	4	18	20	14	15
WFBM	35	34	36	39	50	41
WISH	12	16	7	11	10	21
WFAM		5	5	5	5	7
Other TV	3	1	1	0	2	1
Radio	42	39	25	23	16	13
Television	58	61	75	77	84	88

Figure 3  
Comparative Shares of Audience for Radio for Survey I (1956) and Survey II (1957)

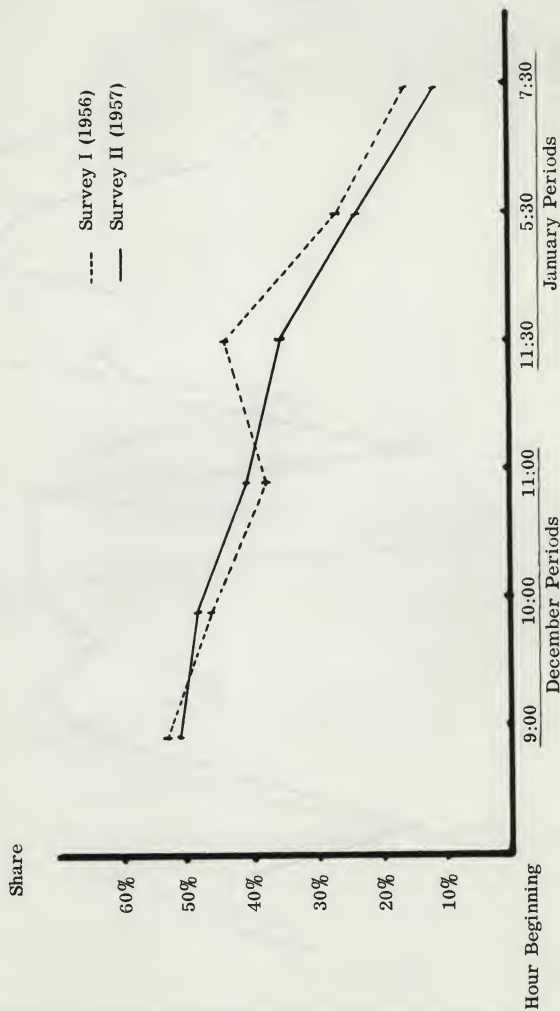
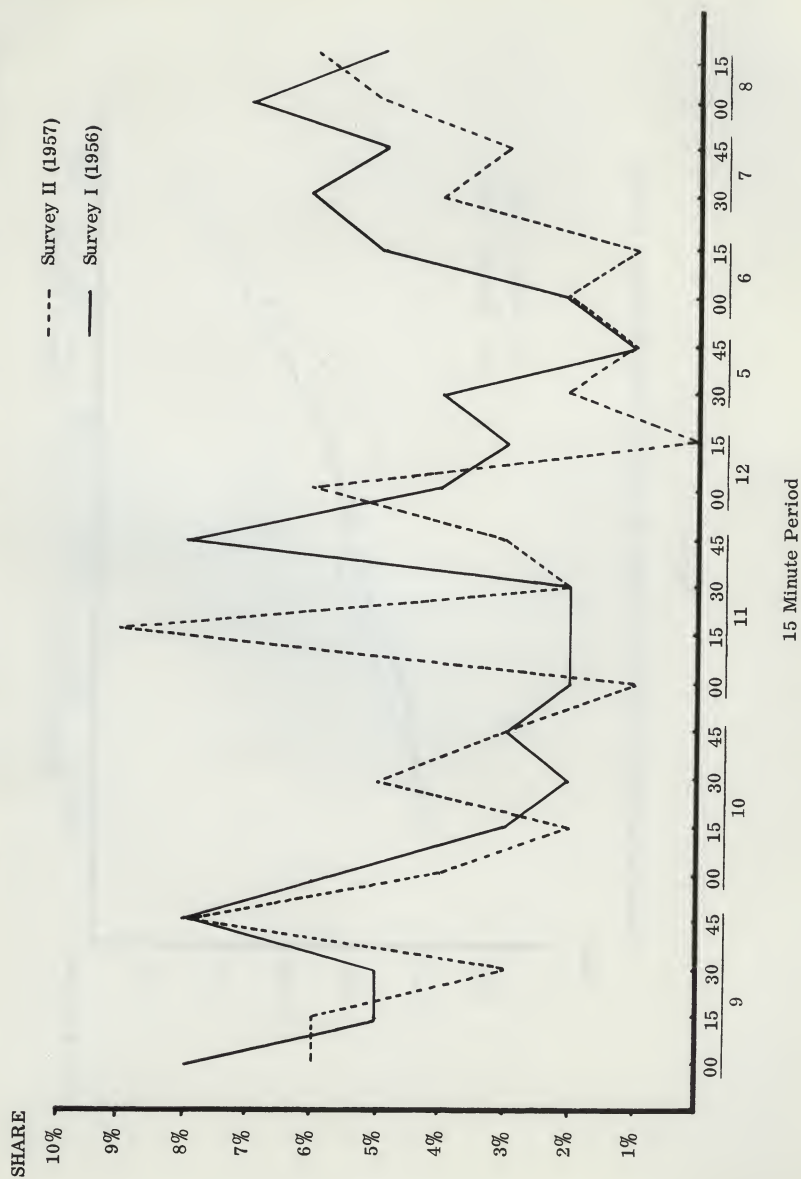




Figure 4

Comparative Shares of Audience by 15 Minute Periods for Survey I (1956) and Survey II (1957)



3. Radio's share of the audience appears to decline steadily throughout the day with less acceleration toward the noon hour -- from 50.9% during the 9:00 hour to 12.7% during the 7:30 hour in the evening.

4. WBAA maintains its own share of the total listening audience better than any other radio station during the evening hours. While radio in general loses listeners to TV in the evening, WBAA loses very little.

5. During the 7:30-8:30 period, WBAA has a higher listenership than any other radio station.

6. On Monday evening of the January period during the 7:30 hour WBAA maintained an average of more than twice the listenership of the next ranked radio station.

#### Summary of Findings by Comparison of 1956 Survey and 1957 Survey

1. The general decline of Radio's share of the audience throughout the day in the 1956 Survey was reaffirmed by the findings of the 1957 Survey.

2. WBAA's share of the audience for each of the two surveys was substantially the same, 4.5% in 1956 and 4.4% in 1957. When compared by weekly period, WBAA's share was 4.4% in 1956 and 4.0% in 1957. When compared by fifteen minute periods the same trends of morning decline and evening increase were found in both surveys.

3. In spite of the general decline in total radio listenership in the evening hours, both surveys showed that WBAA maintains its own share of the total listening better than any other radio station during the evening hours.

4. During both surveys a Purdue University basketball game was broadcast during the 7:30-8:30 hour. As was demonstrated in the 1956 Survey, WBAA in the 1957 Survey held a substantially larger proportion of listeners over other radio stations during this hour.

#### Suggestions for Future Surveys

1. When interviewing, the interviewer should ask the question regarding television ownership with special stress put on the existence of a TV home, rather than a TV set, for more than one year or less than one year. Thus he should say, "Have you had television in your home for more than a year, or less than a year?", rather than saying, "Have you had your TV set for more than a year, or less than a year?" Interviewees often took the latter question to be in reference to the presence for more or less than a year of the particular TV set they had in the home when called. Sometimes TV sets were newly traded for a new set, or were at the repair shop, although the home had been a TV home for as long as TV in general had been

in the home. Interviewees should be made to understand that the question is made regarding ownership of television in general, not a particular set.

2. The question, "How many people were listening?" should be eliminated. The information is subject to a judgment by the interviewee as to what age children should be included in the number provided to the interviewer. Second, the information was intended to develop a listenership ratio to each set in use and, as such, adds little to the total information of the survey. If this question were eliminated, each interviewer might attempt 25 to 30 calls for each fifteen minute period, rather than 20 calls. This would add to the reliability of the shorter periods of listenership by increasing the sample size, which is itself more important than a listenership ratio.

## APPENDIX I

### SPECIAL STUDY OF RADIO AND TV LISTENING

#### General Instructions

##### Advance Preparations:

- 1) Each report sheet represents calls to be made during a specific 15-minute period, as indicated at the top of the sheet. As soon as you get your sheets, check to see that they represent the correct periods -- when you are available -- and that a day and period are written in.
- 2) Check each report sheet to see whether phone numbers have been entered in spaces under "number called" at the left.

##### Day-of-Interviewing Advance Preparations:

- 1) Before starting your interviewing, check your watch with radio time, to be sure it's correct. Also, provide yourself with two or three well-sharpened pencils.

##### Interviewing:

- 1) Don't call the first number on the list on your report sheet until one minute after the beginning of the 15-minute period indicated. Give your listeners a chance to tune their programs in before you call. For instance, if you're assigned to the 15 minutes beginning at 8:00 o'clock, make your first phone call at 1 minute past eight, not at 8:00 even and end at 8:15.
- 2) If the operator tells you that the number has been discontinued, or the phone disconnected -- draw a line through that number, and go on to the next on your list. Do not attempt to re-call new number given to you by the operator.
- 3) If you get no answer, after waiting for five full "rings", hang up -- check under "no ans"; and go on to next number.
- 4) Similarly, if you get a "busy" signal, check under "line busy" and go on to the next number.  
(Note: Do not try to get either a "no answer" number or a "busy" number later. One call is enough, for each number.)
- 5) Take numbers in order as long as you can -- and still stay within your 15-minute period. Maybe you'll not finish all 20 of the numbers listed; if not, no harm's done -- just do as many as you can. BUT -- when your watch shows that it's 15 minutes after the beginning of your period, stop. Just leave spaces blank, opposite numbers you didn't get to try.



Problems:

- 1) If a young child come to the phone, ask him to call his father or mother -- don't try to get an interview with a very young boy or girl. If no adult is at home -- mark under "no answer" -- because no adult was there to answer.
- 2) If you're refused information, don't argue -- thank the respondent; then hang up. And write "refused" after the number.
- 3) If anyone asks who's making the study state "The sponsoring agency is Purdue University, and this is as much as I can tell you until after you have answered the questions." After you have the desired information you may state, "The purpose of the survey is to investigate the number of people listening to the Purdue radio station, WBAA. Thank you." Then hang up.

Opening: Good morning. This is a special survey of radio and television listening in Lafayette.

Questions:

- 1) Were you listening to the radio, or watching television, just now?
- 2) (If "yes") To what program were you listening?
- 3) On what station is that program carried?
- 4) How many people in your household were listening?
- 5) (If not watching television) Do you have a television set in your home?
- 6) (If television set in home) Have you had your television set for more than a year? Less than a year?

Ending: Thank you very much. Goodbye.

# APPENDIX II SPECIAL COINCIDENTAL RADIO LISTENING STUDY

Day of week \_\_\_\_\_ Date \_\_\_\_\_ Quarterhour \_\_\_\_\_  
Phone book: page \_\_\_\_\_ column \_\_\_\_\_ Interviewer \_\_\_\_\_

Number called	No Ans	Line Busy	Not Lis	WBAA 920	WASK 1450	WGN 720	WLS 890	WMAQ 670	WBBM 780	Other Radio	WCIA 3	WTTV 4	WFBM 6	WISH 8	WFAM 59	Other TV	No. Lis.	More than year	Less than year
1.																			
2.																			
3.																			
4.																			
5.																			
6.																			
7.																			
8.																			
9.																			
10.																			
11.																			
12.																			
13.																			
14.																			
15.																			
16.																			
17.																			
18.																			
19.																			
20.																			
TOTALS:																			
Calls																			

File: 4/CEB Grants in Aid

March 21, 1958


Mr. Harry J. Skornia,  
Executive Director,  
N A E B,  
14 Gregory Hall,  
Urbana, Illinois.

Dear Harry:

I believe I have not  
acknowledged receipt of the \$ 100.00  
grant. The full amount was received  
and I am most grateful.

This is just another of a  
long list of reasons why the N A E B,  
in my opinion, is a great organization.

Cordially,

  
R. Edwin Browne,  
Director.

REB:k

c.c. Kenneth Harwood  
Sam Becker ✓  
Irving Merrill  
Hideya Kumata  
Raymond Cheydleur  
Harold E. Hill  
Burton Paulu  
Hans Massaquoi

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

*File: Grants-in-Aid*  
OFFICE OF EXECUTIVE DIRECTOR

14 GREGORY HALL  
URBANA, ILLINOIS

February 26, 1958

Dr. Sam L. Becker, Director  
Division of Television, Radio-Film  
State University of Iowa  
Television Center  
609 10th Avenue  
Coralville, Iowa

Dear Sam:

Attached is copy of letter received today from Ken Kager regarding his Research Grant-in-aid. Since he indicates willingness to keep in touch with the Committee, I thought you might be interested in seeing. I'm sending a copy of his letter and mine also to Ken Harwood.

Sincerely,

*Harry*

Harry J. Skornia  
Executive Director

HJS/dfc

Enclosure: photo of Kenneth Kager's letter

CC: Dr. Kenneth Harwood, with photo of Kenneth Kager's letter



*File: Grants in - Act*

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

14 GREGORY HALL  
URBANA, ILLINOIS

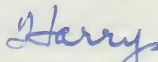
February 24, 1958

Dr. Sam Becker  
Director, Division of  
Television and Radio  
State University of Iowa  
Iowa City, Iowa

Dear Sam:

Attached is the Thayer study, just returned by Ken Harwood, and WOUB's report submitted by Archie M. Greer. I'm having difficulty locating some of the other reports, or I'd send others on to you.

Our best in haste,



Harry J. Skornia  
Executive Director

HJS:jg  
Enclosures

# KUOW

THE UNIVERSITY OF WASHINGTON  
Seattle 5, Washington

321 Communications

February 24, 1958

Dr. Harry M. Skornia  
Executive Director NAAB  
14 Gregory Hall  
Urbana, Illinois

Dear Harry:

Thanks much for the copy of the NAAB Journal enclosed in your recent letter. I'll never know how you remembered, with all the other things going on, my complaint that I wasn't receiving the Journal. Your guess was right. It has been reaching someone near me--my secretary-- and going directly to the Communications Library. That makes one more gremlin eliminated, and the complete file is now back up here where it belongs. Thanks again for your attention to this.

Re the Research Grant, you can be sure I will take extreme care in the identification of Opinion Leaders. In fact, they will be conceptualized as carefully, in advance of the field work, that it is likely a somewhat different term will be used to label them. This may be necessary to avoid the possibility of improper comparisons of those singled out as influentials in our study with those labelled "Opinion Leaders" by Lazarsfeld, Berelson, and Gaudet in The People's Choice; Katz and Lazarsfeld in Personal Influence; and others. We will not be concerned, as they were, with specific instances of opinion change except as such instances may validate our more general conclusions. However, our work will deal with the role of those they have labelled "Opinion Leaders" within the two-step flow of communications concept. (More accurately, a multi-step flow of communications).

The matter of personal vs. mail interviews is purely one of resources. I am canvassing all possibilities for field workers. If we can assemble enough manpower to do the whole job by personal interviews we'll surely do it that way. If not, we'll use a combination of the two methods. I can assure you part of the interviewing will be personal, and promise that the maximum possible use will be made of the personal interview method.

I'll be pleased to correspond with you, the committee members, or any other NAABer who is interested during the progress of the study. Suggestions will be welcomed. However, knowing how busy everybody is, I hesitate to impose problems upon them unless they take the initiative.

Sincerely,

Ken Edger

NAEB Grant in Aid

THE OHIO STATE UNIVERSITY

NOVICE G. FAWCETT, President  
COLUMBUS 10

DEPARTMENT OF SPEECH

July 22, 1957

RECEIVED  
NAEB HEADQUARTERS

JUL 24 1957  
7:18 AM JUL 24 1957  
1:28 PM JUL 24 1957

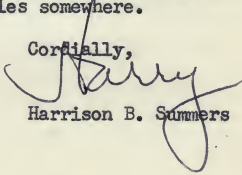
Dr. Harry Skornia, Executive Director  
National Association of Educational Broadcasters  
14 Gregory Hall  
Urbana, Illinois

Dear Harry:

I assume that by this time John Thayer's expense statement for the study he made here of parental supervision of television viewing of children in the Columbus area, under an NAE Lee Research Grant, has reached you; I believe that it was sent out about a week ago. I am sorry that Thayer was so late in getting the material completed and the necessary financial accounting taken care of, but I hope that no inconvenience to your office has resulted.

In a letter sent two or three weeks ago to Mr. Ron Kostka, I mentioned that copies of two or three other recent studies made here would be sent your way, and a letter in reply from Harold Hill suggests that these materials be sent to you. Accordingly, I am enclosing copies of these studies, which you may wish to stick away in your files somewhere.

Cordially,

  
Harrison B. Summers

HBS/ifs

*File: Grants  
M. Ad*

THE OHIO STATE UNIVERSITY

NOVICE G. FAWCETT, President

COLUMBUS 10

DEPARTMENT OF SPEECH

July 1st 1957

RECEIVED  
NAEB HEADQUARTERS

JUL 1 1957  
7:19 10:11 12:12 1:13 4:15 PM

Mr Ron W Kostka  
Fact Sheet Coordinator  
NAEB  
111 Gregory Hall  
Urbana Illinois

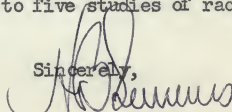
Dear Mr Kostka:

Mr Dick Hull's letter of nearly two months ago - or rather a copy of it - was referred to me, and only this week have copies of the Thayer study of supervision by parents of selection of TV programs by children in the Columbus area been available. The enclosed is a short form, but which gives what I consider the essential information; a more detailed report is being sent direct by Mr Thayer to Mr Skornia, in a few days.

You may be interested in the fact that TELEVISION MAGAZINE has asked permission to use a feature article based on the Thayer material in their September issue.

I'm taking the liberty of sending you, in perhaps a week, copies of two or three additional studies carried on by graduate students at Ohio State, which will shortly be available in mimeographed form. We give unusually great attention to the audience factor in broadcasting, particularly on the graduate level, and turn out from two to five studies of radio or TV audiences each year.

Sincerely,



Harrison B Summers



College of St. Thomas  
St. Paul 1, Minnesota

December 30, 1957

Mr. Raymond D. Cheydleur, Chairman  
NAEB Research Committee  
University Broadcasting Services  
Florida State University  
Tallahassee, Florida

Dear Mr. Cheydleur:

Enclosed herewith is our application for an NAEB Research  
Grant-In-Aid.

Yours truly,



Rev. Wm. E. O'Donnell,  
Dean

WEO:hc

## SECTION I

### 1. Benefits to Education from the Study:

The College of St. Thomas will be offering for the first time, in the spring of 1958, a course in Christian Marriage over educational television. The course will be broadcast over KTCA, the new Minnesota educational television station.

Father Walter L. Le Beau, Chairman of the Division of Philosophy, Psychology and Religion at St. Thomas College is to conduct the course which will be offered both for college credit as well as for non-credit study.

The instructor will make two television presentations each week throughout the semester. There will also be weekly group meetings for persons enrolled for credit. Non-credit participants will be invited to attend group meetings once per month.

The problems involved in our presentation of this marriage course and the response of various groups to the television presentation are to be the object of our study.

Some of the benefits which may be expected to result from such a research would come from information and understandings in the following areas:

- a. Understanding of the possibility of using ETV to communicate certain personal and intimate concepts about marriage.
- b. Information about the reaction of teachers and pastors in parish churches to the use of the ETV course as a supplement to their marriage instruction.
- c. Information about persons who are already married yet who participate in this course on marriage.
- d. Information regarding audience differences in the response of non-college adults and the college student population.
- e. Response of non-intended audiences (age and religion) to the course in marriage.

### 2. Hypothesis:

That a course in Christian Marriage can be given successfully over ETV.

### 3. Problem of the Study:

The presentation of highly intimate and personal concepts which are surrounded by taboos and prudery are to be the focus of this study. The problem of

including certain information about marriage to persons for whom this information is not immediately intended will also be considered.

4. Relation of Proposed Study to Existing Studies:

To our knowledge there are no existing studies which deal with the presentation of marriage concepts over educational television.

5. Sources of Raw Data, Materials and Procedures:

Raw data will be obtained from the following populations:

- a. Students registered in the course for credit.
- b. Persons registered for non-credit.
- c. Viewers not registered.
- d. Clergy in the parishes of the diocese.
- e. Former students.

Some recordings will be made of the lectures and discussions. These will be analyzed with consideration for specific content relating to the objects of this study. Questionnaire check sheets will also be used along with data from the examinations.

## SECTION II

(Application for NAEB Research Grant-in-Aid)

1. The following report and information will be submitted by Father Walter Le Beau on or before September 1, 1958.
  - a. Two copies of the full report of the study.
  - b. Nine copies of a 600 word abstract of the full report.
  - c. Two copies of a financial report, together with an unexpended NAEB funds.

2. Active consultants for this project will include:

Father Walter Le Beau, Director, Division of Philosophy,  
and Religion. Chairman, Department of Religion.  
Father Paul Bussard, Publisher, Catholic Digest.  
Father William O'Donnell, Dean of the College of St. Thomas.  
Father Robert Probst, Director of Counseling.  
Harry Webb, Audio-Visual Director, College of St. Thomas.

3. Budget:

a. Sound Recording Tape. . . . .	\$150.00
Duplicating costs . . . . .	100.00
Secretarial assistance in analysis and tabulation of survey. . . . .	<u>300.00</u>

TOTAL \$500.00

4. What else needed?
  - a. St. Thomas College will defray the cost of air time over RTCA, teaching materials, and transportation for instructor in meeting groups of persons registered in the course.
  - d. We will appreciate assistance from NAEB in the amount of \$500.00 to help defray costs of the study.
5. No funds received from the NAEB Grant-in-Aid and will be expended for:

- a. Administration of the grant.
- b. Space and ordinary facilities of the institution.
- c. Purchase of capital equipment.



5. We fully understand that the NAEB shall have first right to publish a report of this study if it so desires. All other publication rights will be retained by the grantee, provided that such publication bear acknowledgement of the grant.
6. I, Father James Shannon, President of the College of St. Thomas, approve and accept a Research Grant-in-Aid from the National Association of Educational Broadcasters, which shall be used for the purpose of assisting in the study of certain problems involved in presenting the Christian Marriage course to be offered in the spring of 1958 over the Twin Cities Educational Television Station.

---

(Very Rev.) James P. Shannon

7. I approve and accept responsibility for the research study to be made during the course of the semester in which the proposed broadcast will be made.

*Walter LeBeau*  
Rev. Walter LeBeau  
Director, Division of Philosophy,  
Psychology and Religion.

December 30, 1957

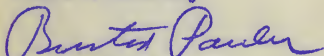
Mr. Raymond D. Cheydleur, Chairman  
NAEB Research Committee  
University Broadcasting Services  
Florida State University  
Tallahassee, Florida

Dear Mr. Cheydleur

Enclosed herewith is KUOM's application for a grant-in-aid for a study of the impact of a recently inaugurated in-school television program service on the radio audience of the long-established Minnesota School of the Air.

The University of Minnesota is prepared to accept such a grant if made. I personally am willing to accept administrative responsibility for the study.

Yours sincerely

A handwritten signature in blue ink, appearing to read "Burton Paulu". The signature is fluid and cursive, with the first name "Burton" being more prominent than the last name "Paulu".

Burton Paulu  
Director of Radio and Television  
University of Minnesota

Application  
for an  
NAEB  
Research  
Grant-in-Aid

The proposed study will inquire into the impact of the recently inaugurated in-school television service of KTCA-TV in Minneapolis-St. Paul on the in-school audience of the Minnesota School of the Air, the school service offered for twenty years by the University of Minnesota radio station for public, parochial and private schools. In part it will be a follow-up of the audience survey made with the assistance of an NAEB grant in the spring of 1957, immediately before the inauguration of educational television in Minnesota. In addition, the survey will measure the extent to which the availability of in-school educational television programming has influenced schools to purchase television receivers.\*

The study will be of great use not only to us at the University of Minnesota, but also to people interested in in-school broadcasting in all parts of the country, many of whom have had no opportunity to study the effects of a complementary educational television in-school service on the audience of a long-established radio school of the air. To this end, the study will compare the effects of the television service on in-school radio programs of different types. For what subjects is television preferred over--and better than--radio? Which areas are better left to radio? How can the two be combined to cover the same fields?

The proposed study will update some of the information gained from the 1957 Minnesota School of the Air audience survey. It then was found that almost one-fourth of all children in Minnesota elementary schools did not have access to radios, central sound systems or tape recorders. The new study will show at what rate the use of audio material has increased in Minnesota schools located (a) inside and (b) outside the coverage area of educational television.

\* Attached herewith is a news story summarizing the findings of this previous study. The entire document is available upon application to KUOM; copies also have been deposited at NAEB headquarters in Urbana.



At the same time the Minnesota School of the Air would be doing this study, the Journalism Research Division of the University of Minnesota will be conducting a follow-up survey of the television habits of the adult population in Minneapolis, St. Paul and suburbs. The original adult survey, field work for which was done in April 1957, provided "bench mark" data on the status of this community before educational television; the follow-up study, which will be conducted in February or March 1958, will permit "before" and "after" comparisons. These two studies--the one of adults only, and the other of in-school audiences--should nicely supplement each other.

The survey for which we are seeking the grant-in-aid would be based on mail questionnaires. After pre-coding and pre-testing, a three-page questionnaire would be sent to a carefully selected random sample of Minnesota teachers in public, parochial and private schools. The questionnaire also would include questions about the grade or grades taught by each teacher, the number of pupils in each class, the type of school, and the geographic location of the school. The findings of the survey would be tabulated, summarized and analyzed under the supervision of the Journalism Research Department of the University of Minnesota.

## II

KUOM will submit two copies of the full study report by November 1, 1958, nine copies of a 600-word abstract of the report by November 15, 1958, and two copies of a financial report by December 1, 1958. Dr. Robert Jones, Professor of Journalism, Director, Journalism Research Division, University of Minnesota, would supervise the research; Dr. Burton Paulu, Director of Radio and Television, Station KUOM and Betty Girling, Director, Minnesota School of the Air, Station KUOM, will serve as consultants for the project. Lotte Seidler, Administrative Fellow, Station KUOM, will carry out the details of the study.

### Budget

#### Provided by KUOM

Supervisor of the study	\$ 150
Administrative Fellow (half-time, five weeks)	250
Clerical help	<u>100</u>
Total	\$ 500

#### Additional Amount Needed \*

Supplies	\$ 25
Clerical help	100
Postage (1600 questionnaires and return postage)	160
Pre-coding	45
Tabulation of findings	150
Preparation for one copy of the report and one copy of the abstract	<u>20</u>
Total	\$ 500

\* This is the amount requested of the NAEB. There are no sources of funds other than the applicant and the NAEB available for this study.

It is KUOM's understanding that no NAEB grant funds will be expended for the administration of the grant, for space or routine facilities, or for the purchase of capital equipment. It is KUOM's understanding that the NAEB has the first right to publish a report of the study if it so desires, and that all other publication rights are retained by KUOM, provided all publications bear acknowledgment of the grant.

UNIVERSITY OF MINNESOTA  
NEWS SERVICE  
DECEMBER 3, 1957

SCHOOL OF AIR  
RADIO AUDIENCE  
220,000 WEEKLY

(FOR IMMEDIATE RELEASE)

Half of all Minnesota children in kindergarten through sixth grade with access to a school radio listen to the Minnesota School of the Air, a school service of University of Minnesota radio station KUOM, according to a survey released by Burton Paulu, University director of radio and television.

A study of KUOM school programs, made by the station in cooperation with the University school of journalism research division with funds from the National Association of Educational Broadcasters, estimates the minimum weekly audience of School of the Air to be 220,000 pupils, not including listeners in western Wisconsin schools or at home.

The largest audience was found in St. Paul where 75 per cent of elementary school pupils listen to the programs. Minneapolis ranks second with 65 per cent, while Catholic elementary and suburban public elementary schools are in third and fourth place with 59 and 57 per cent respectively.

Programs which drew the largest audiences were "Old Tales and New" and "Let's Sing", both designed for kindergarten and primary grades. An estimated maximum weekly audience of 70,000 children listen to dramatized stories about people and animals on "Old Tales and New", written by School of the Air director, Betty Girling. Each week 75,000 children learn simple songs, poems and rhythms on "Let's Sing".

During their first year of broadcasting (1956-57) experimental language programs attracted a large audience. A maximum weekly audience of 18,000 elementary children listened to the German series, "Gesundheit", while the Spanish series, "Espanol Si Si", was heard by 17,000.

-MORE-



Needed improvements in educational radio services in Minnesota were pointed out by the study. Almost a fourth of all Minnesota children at the kindergarten and elementary level (128,000) are in schools without radio, central sound system or tape recording equipment. The largest number of these children attend ungraded schools. Thus, the most isolated children have the least opportunity to listen to the University's school-directed radio programs, Paulu pointed out.

Although free tape recording is provided as a state service, not more than two per cent of the pupils in schools equipped with a tape recorder listened to a Minnesota School of the Air program.

In the spring of 1957, 50 per cent of the pupils in public elementary schools in Minneapolis, 27 per cent of those in St. Paul and 6 per cent of those in the suburban area had access to a television set in school.

The Minnesota School of the Air, which brings 10 regular programs and some special broadcasts each week to schools in Minnesota and western Wisconsin, was founded in 1938.

# University of Washington

School of Communications

Seattle 5

December 30, 1957

To: Raymond D. Cheydleur, Chairman  
NAEB Research Committee  
University Broadcasting Services  
Florida State University  
Tallahassee, Florida

Subject: Application For An NAEB Research Grant-In-Aid

Applicant: School of Communications  
University of Washington

Individual: Kenneth Kager  
Operations Manager, KUOW

## Section One

1. Benefits Of The Study: This study should provide more insight into the real effects and values of programs distributed by the NAEB and broadcast by educational stations throughout the country than can be obtained by numerical estimates of the audience. It may furnish statistical support for the theory of the existence of a secondary impact from educational broadcasting that is so important it should be assessed, or at least recognized, in any evaluation of the work in which we are engaged. As a minimum, it should serve as a useful pilot study in methodology for such an evaluation.

2. Hypothesis: It is probable that the audience of a typical educational, non-commercial radio station in an urban area contains more than a normal proportion of opinion leaders;

those who directly or indirectly influence the opinions, tastes, and attitudes of their associates. If this is true, then any measure of the effects of such a station that is based upon a numerical estimate of audience is likely seriously to underestimate the real influence of the station.

3. Problem Of The Study: First, to isolate and define those characteristics that are believed to be found in a higher degree among opinion leaders than among the population as a whole. Then, to design and execute questionnaires that will provide a reliable and valid measure of the probable prestige and social influence of a sample of the known audience of KUOW as compared to a similar number of respondents randomly sampled from the population as a whole.

4. Relationship To Existing Studies: While many studies of the educational radio audience have measured the socio-economic status of that audience, the applicant finds none that have been oriented primarily toward an analysis of the prestige and influence of its individual members. The findings of this study should supplement existing knowledge of the composition of the educational radio audience and its influence in the community.

5. Sources of Data, Materials, and Procedures: Data will be compiled from questionnaires mailed to a random sample of 500 known listeners to KUOW selected from those who have asked to be on its programming mailing list and from the same number of questionnaires mailed to a random sample of the population of the Greater Seattle area.

Materials will consist of the questionnaires and key punched IBM cards.

In consultation with social science experts from the University of Washington Public Opinion Laboratory, Department of Sociology, and School of Communications, a survey instrument will be designed to meet the problem of the study. One hundred area cluster samples of five each will be drawn from the Greater Seattle population at large; a random sample from the KUOW list. Mailed questionnaires will contain assurances of anonymity, but self-addressed postcards will be enclosed.

Respondents will be asked to return the cards separately from the questionnaires. Initial follow-up will be on the basis of unreturned cards, followed by a second mailing to those who have misplaced questionnaires. The area cluster sampling method will be used to facilitate in-person interviewing if the rate of non-returns is still high enough to bias the sample.

Completed questionnaires will be edited, coded, and tabulated on IBM cards, and computed for each group. Cross-comparisons and tests of significance will be made. Results will be reported and summarized; conclusions will be drawn.



## Section Two

1. It is expected that two copies of the full report will be submitted to NAEB by July 1, 1958; nine copies of a 600-word abstract by August 1, 1958; and two copies of a financial report, together with unexpended NAEB funds, by September 1, 1958.

2. Active consultants for the project will be Dr. Otto N. Larsen, Assistant Professor of Sociology; Mrs. Edith Dyer Rainboth, Associate Director of the Washington Public Opinion Laboratory; and Associate Professor Edwin H. Adams, of the School of Communications. Assistant Professor Alex S. Edelstein, of the School of Communications, will assist Kenneth K. Kager, Operations Manager of KUOW, in supervision of the research. Mr. Kager, assisted by students, will execute the details of the study.

3. Appended.

4. No grant funds will be expended for administration of the grant, space and ordinary facilities of the University of Washington, or purchase of capital equipment.

5. It is understood that the NAEB has first right to publish a report of the study if it so desires. All other publication rights shall be retained by the grantee, except that such publication shall bear acknowledgement of the grant.

6. Appended as Dean Burd's letter of transmittal.

7. The School of Communications approves application for this grant and accepts administrative responsibility for the study.

*Henry Ladd Smith*  
Henry Ladd Smith, Director  
School of Communications

Section Two

Paragraph 3. PROPOSED BUDGET

A. To be provided by the applicant:

Processing forms, records control,  
coding, editing, etc. One girl for  
two months @ \$300 per month.....\$600.00

Statistical computation, graphs, etc..... 600.00

Secretarial work;  $\frac{1}{2}$ -time for 2 months..... 300.00

Total by applicant.....\$1500.00

B. Additional amounts needed:

Typing, stencils, paper, supplies,  
printing of questionnaire.....\$130.00

IBM key punching, verifying, tabulat-  
ing, and statistical work..... 160.00

Addressing, mailing, stamps, postcards,  
follow-up mailings..... 210.00

Total additional amounts needed.....\$ 500.00

TOTAL BUDGET.....\$2000.00

C. To be provided by sources other than the  
applicant and NAEB..... 0000.00

D. Proposed to be provided by the NAEB:

Amount of Item B.....(\$ 500.00)

Note: The amount of Item A is estimated by the Washington Public Opinion Laboratory as the monetary value of clerical and specialized labor to be performed by the applicant, either in the form stated or its equivalent.



UNIVERSITY OF NEBRASKA TELEVISION

# CHANNEL 12 KUON-TV

Lincoln 8, Nebraska

December 27, 1957

Mr. Raymond D. Cheydleur  
Chairman, NAEB Research Committee  
University Broadcasting Services  
Florida State University  
Tallahassee, Florida

Dear Ray:

Attached you will find an application for a research grant-in-aid as prepared by one of the KUON-TV full-time staff members, Continuity Director Elizabeth M. (Betty) Meisinger. We are quite enthused about the project and the inherent possibilities for evaluation. The Lincoln, Nebraska, P-TA Council is likewise enthusiastic about the series and promises full cooperation.

In response to several specific questions concerning the application, let me state the following:

1. August 1, 1958, is the expected date by which there will be submitted to the NAEB two copies of the full report of the study, nine copies of a 600 word abstract of the full report, and two copies of a financial report, together with any unexpended NAEB grant funds.
2. Research Supervisor and Advisor: Dr. Knute O. Broady, Director of the University Extension Division; Professor of School Administration; Chairman, University Television Committee.

Active Consultant: Dr. Charles O. Neidt, Professor of Educational Psychology and Measurements and Chairman of the Department; Research Coordinator for the Nebraska Television-Correspondence Project supported by The Fund for the Advancement of Education, and for the special classroom teacher versus television attitudes study supported by an ETRC grant; recent attendant at the NAEB Research Seminar.

Project Participant: Dr. Dale K. Hayes, Professor of School Administration; Associate Administrator of the five-year Nebraska Community Education Experiment as supported by the Carnegie Foundation.

Researcher and Evaluator: Elizabeth M. (Betty) Meisinger, Continuity Director, KUON-TV, and candidate for Master of Education degree, assisted by a qualified graduate student.

television with a purpose

December 27, 1957

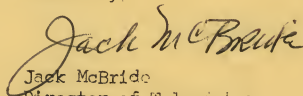
3. Miss Meisinger has selected this project as her thesis subject and will provide the basic research and evaluation regardless of the outcome of this application. KUON-TV is providing total facilities and evening broadcast time, as well as administrative assistance.

Since the project is most worthwhile, has been received so enthusiastically by all participants, and has such possibilities for additional evaluation, the sum of \$487 is requested of the NAEB. This amount will provide the necessary additional manpower and funds to enable broader and more meaningful evaluation.

4. No grant funds will be expended for administration of the grant, for space and ordinary facilities of the University, or for the purchase of capital equipment.
5. In accordance with University of Nebraska research policy, rights of publication must be reserved and are at the discretion of the University.
6. If approved by the NAEB, the grant will be submitted to the Board of Regents for acceptance.
7. The undersigned approves and accepts administrative responsibility for the study as outlined in the attached application.

I know the Research Committee will give this thorough consideration. If any additional information is required, I will be happy to see it supplied.

Sincerely,



Jack McBride  
Director of Television  
and KUON-TV

J:b



REQUEST FOR NAEB GRANT-IN-AID  
FOR EDUCATIONAL BROADCASTING RESEARCH

University of Nebraska Television, KUON-TV, hereby makes application for a grant-in-aid to cover partial expenses of a research project involving the use of television as a means of stimulating discussion groups within a democracy.

The idea for the experiment is based on the theory that television can help promote interest in citizenship responsibilities, thereby strengthening the democratic processes within a community and the nation as a whole.

In the belief that discussing important issues which concern the local community -- "Solving mutual problems together" -- is both the process and the product of democracy, KUON-TV plans a program series spotlighting educational issues of interest and involving the participation of viewing groups organized especially for discussion of these topics throughout the community.

The Plan

Procedure: Programs of this television discussion series will consist of three parts.

- 1) 7:45 to 8:00 - a television presentation featuring resource persons of the University in an overview of the evening's discussion topic (indicating implications relative to the subject and climaxed by challenging questions for community consideration)
- 2) 8:00 to 8:45 - continued discussion amongst members of the P-TA audience meeting together in small groups in homes or at schools
- 3) 9:15 to 9:30 - a summary discussion from the KUON-TV studios, including reports by couriers representing the various viewing groups in person, comments received by phone, appropriate remarks by an administrative delegate from the public schools, and a consensus by the moderator

Dates: These programs are planned for alternate Tuesday evenings beginning February 25.

Topics: Tentative topics are as follows:

- Tuesday, February 25 - "Protection against Molesters"
- Tuesday, March 11 - - "Myths of Physical Fitness"
- Tuesday, March 25 - - "Signs of Science at the Crossroads"
- Tuesday, April 8 - - "The Sense of Adolescence"
- Tuesday, April 22 - - "Leisure Time on Trial"

Talent: Moderator for the series will be Dr. Dale Hayes, Associate Administrator of the Nebraska Community Education Experiment. Other outstanding personalities from the University have indicated their willingness to act as resource persons on the panel.

Organizational Participation

Beamed especially to groups within the cooperating units of the Lincoln P-TAs, these programs will reach citizens admittedly interested in the welfare of the community -- in its young people, in its schools, in home-school-community relations,

and in education per se. The P+TA was especially selected for participation because it symbolizes the community spirit betokened of a mutual interest.

(In addition to the P+TA groups, the program series will undoubtedly be of interest to other viewers in the Channel 12 area. The scope of the project therefore includes a potential audience of many, many citizens as viewers if not as active participants.)

A P-+TA committee is forming the liaison contact. A high degree of enthusiasm and interest has developed and wide participation is indicated. The Parent-Teacher Council at its December meeting voted unanimously to support the plan for the television-discussion series.

Still to be determined are matters dependent on the number of P-+TA units participating and the number of viewing groups registered. If there are more groups participating than can logically be included on a single summary program, representation will be placed on a rotation basis. Groups not sending a courier on a certain night would be asked to report by phone. In the event that a P-+TA unit has several viewing groups, representation will be figured on a numerical basis. (Some P-TAs may find it convenient to allow their members to view the TV presentation in a large meeting room at the school, then divide up into discussion-sized groups for a buzz session, coming back together again to coordinate their reports and to view the TV summary.)

#### Background

Believing in the inherent worth of the individual and the significance of the democratic processes in America today, many educators are viewing discussion as the means for developing the personal and common understanding necessary if our free society is to be maintained.

Poston in Democracy Is You says, "The vitality of America cannot be measured in dollars and cents, shiny automobiles, bath tubs, machines, and libraries full of knowledge. It cannot be measured in terms of efficiency. Democracy is spiritual in nature. It is a basic process, a method of communicating, of exchanging thoughts, ideas, joys, sorrows, and human feelings. It is freedom to live, to choose, to be responsible. It is a process by which free people in a free society are in communication with one another and together mold and control their own destiny at the neighborhood or community level. It is intangible, yet real and concrete. It cannot be sold to the rest of the world, or even to our own people, unless we can learn to practice it in a more realistic way than we are practicing it now."

The ultimate good of all education is acknowledged by many to be the development of better people and better communities. This is education for a free society.

\* \* \*

Several features indicate the local setting to be advantageous for such an experiment.

1) The Nebraska Community Education Project has for the past several years been engaged in a study of community improvement and citizenship development in four pilot centers in Nebraska. Their experience and fundamental ideas will provide excellent resources for such a program series. The University Extension Division and the Office of Community Services may also be of assistance.

2) Lincoln seems ideal for such an endeavor. Most of its citizens were formerly residents of small towns. The atmosphere seems basically neighborly.... Loyalty to the community is evidenced; the people are interested in personal and

civic improvement,... The economy is sound; churches are well attended; there is little or no social discrimination.... The school system is excellent and the P-TA is well organized to sponsor such an experiment.

3) The complete facilities of KUON-TV, the University's educational television station dedicated to continuing and adult education, are available for the television discussion series.

\* \* \*

Much experimentation is being carried on currently to determine the effectiveness of educational television in relationship to the complex problems facing education in America. As educational television is relatively new, its techniques and potential are as yet unfulfilled or even approximated. To apply the medium fully and to allow it to serve its maximum potential for the optimum welfare of mankind, utilization of this new medium must be envisioned in a variety of new roles. Because of its very nature, television can be a tool for revitalizing the spirit of democracy.

As was expressed at the recent NAEB Board meeting, there is much experimentation currently underway regarding "education." It was pointed out that there is very little research being done relative to the potentialities of television educationally.

In strengthening community processes through discussion, educational television has a significant contribution to make in the perpetuation of our democratic heritage. Audience participation with an organized community group is a unique feature of the KUON-TV experiment.

#### Evaluation

As planned by a member of the KUON-TV staff who is a Master's Degree candidate at the University of Nebraska -- Elizabeth M. (Betty) Meisinger -- criteria for evaluation will include the following:

- 1) Response to the series -- both in quantity and in quality
- 2) Subjective evaluation by key participants
- 3) A report form filled out by each viewing post and submitted by its representative following each summary
- 4) A simple questionnaire to members of the viewing audience, based mainly on the question of whether they would like to see the series continued

The above appraisal will be carried out in connection with the Master's thesis whether or not a grant-in-aid is received.

With the assistance of funds from the NAEB, the following additional types of research could be done, thereby enhancing the value of the experiment to the local situation, to educational television nationally, and to our democracy as a whole.

- 1) utilization of instruments to test attitudes toward television and attitudes toward the topics in the series
  - a) Purdue tests of attitudes toward TV -- the attitude scale
  - b) attitudes of those viewing groups registered and finally those who stay with the course
  - c) P-TA selection of their most significant programs of the year and the rank of the television discussion series in their pattern of interests, as well as identification of the television topic considered most effective



- 2) an analysis of additional discussion groups formed as the series progresses
  - a) new groups registered within the P-TA
  - b) neighborhood groups organized voluntarily
- 3) possible variations in method
  - a) making use of printed or mimeographed materials to supplement the television presentation
  - b) having resource leaders available to discussion groups on request
  - c) allowing reports to be made exclusively by phone in some instances

#### The Grant-In-Aid Requested

An NAEB Grant-In-Aid for Educational Broadcasting Research is respectfully solicited in the amount of \$487.\*

With this amount, more adequate publicity can be arranged, additional advance materials may be issued to viewing groups, travel allowances may be made for possible resource persons outside of Lincoln, and professional assistance may be secured in the evaluation.

#### \* Budget

Project Researcher (for three months - February 15 to May 15)	\$400.00
Purdue tests	10.00
Other materials for discussion and testing purposes	47.00
Travel expenses for resource persons	30.00
	<hr/>
Total	\$487.00



(Lewis)

PROPOSAL FOR A RESEARCH PROJECT  
IN  
THE TEACHER-PRODUCER RELATIONSHIP IN CREDIT COURSES FOR TELEVISION

BACKGROUND OF PROBLEM

The teaching of courses for credit by means of television is barely six years old. From the beginning Fall Term course in general psychology at Western Reserve, the list has grown to 411 television courses for credit, as of September 1, 1957. The list continues to grow. Yet, this represents only a very small segment of the field of education in the United States. There are thousands of educational institutions which have had no contact with educational television whatever. More important, perhaps, is the fact that there are hundreds of thousands of teachers who have had no experience with teaching by television, either in working in the medium themselves or merely seeing teaching carried on over television.

The utilization of television for teaching is expanding. More and more teachers will suddenly find themselves cast in the role of television performer as well as teacher. The success of their entry into television classrooms will vitally effect the future of educational television, perhaps of education itself in our country. It need hardly be added that if this is true, then the destiny of our country also hinges upon the success of this meeting of teacher and camera.

Very often this introduction is made by a television producer, who adds his knowledge as a person trained and experienced in television to that of the teacher as an educator to bring about the resulting televised education. This is not always the case, however, for sometimes there is no television producer, and producers, when present, vary as much as the personalities of men.

What, then, is the best way of introducing the teacher to television?

Should the plunge be taken alone? Should someone give help and advice? What sort of advice? What sort of help? Who can best give it?

The teacher about to enter television must know the answer to these questions. The institution about to undertake the presentation of credit courses by television must know. The student planning a career in educational television (and we hope that there are some) must know these answers. An investigation of the teacher-producer relationship is vitally necessary at this time. Ralph Steetle, Executive Director of the Joint Council on Educational Television, summarizing discussion of this problem at a conference on credit courses by television at Michigan State College in 1955, said, "We seem to be reaching for some definition of an effective climate." This definition is yet to be reached.

Teachers faced with the trying personal adjustment to a totally new teaching experience need much advice of many kinds. The most immediately needed is that advice which prepares them for their initial contact with the medium and reassures them about the people with whom they will work in the strange world of television. They will need the straight advice of competent teachers, teachers whose names or reputations they know, teachers in their own subject matter field. With this sort of advice taken to heart, they will be better prepared to work with the television producer, and the man they meet may be the sort of man they need at this time if this same advice has been considered in the staffing of the television operation.

#### STATEMENT OF PROBLEM:

What I propose to study is the teacher-producer relationship in the preparation and presentation of credit courses by television.

#### RESEARCH METHOD:

This research should be carried out with the teachers who have



faced the cameras for a term or more of course work. They must be drawn from as many subject areas as possible. Opinions are needed from those who have worked on closed circuit systems as well as educational and commercial channels. Knowledge in this area is slight, so even limited research will be of some value, but the wider the selection of teachers interviewed, the more teachers will find areas of identification and therefore be helped.

1. To obtain information on the teachers who have engaged in the presentation of credit courses by television, I will write to all the institutions which have presented or are presenting television credit courses to learn who taught those courses and how successful the courses were.

2. This information will be screened to find representatives of as many subject areas as possible, attempting to cover closed circuit, educational and commercial stations. When choice is possible, the best teachers in a given subject area will be selected, also giving preference to those with the most experience in the medium.

3. The teachers selected will then be interviewed. The personal interview in depth is the best method for this, since questioning can be directed down avenues only hinted at in a questionnaire. It is possible that some information could be obtained by questionnaire, but because of the very personal involvement of the teacher in this total experience of television teaching, some of the most necessary information for the neophyte teacher may be slighted.

The exact questions or the scope of the interview in depth has not been completely determined as yet. The following type of question may be indicative of the areas in which information will be obtained:

What was the teacher's attitude toward teaching by television before the actual experience?

What is the teacher's present attitude toward teaching by television?

How did the teacher get the television teaching assignment?

Did the teacher have any previous training or experience which seemed helpful in the television teaching work?

How did the teacher go about preparing his course work for television?

What changes in the course were necessary?

Were these changes for the better?

What assistance was the teacher given in this preparation?

How valuable was this assistance?

Was there any rehearsal or routine of familiarization with television before the first actual program?

What were the teacher's reactions to this first program?

How were these reactions affected by succeeding broadcasts?

How was each program prepared?

What assistance was given in this preparation?

If a producer worked with the teacher, what method of collaboration was used?

How effective was this method?

Are there suggestions for improvement in this method?

What were the helpful qualities of the producer?

What were undesirable qualities in the producer?

Was there any help other than the producer?

How useful was this help?

Did the producer also serve as director or not?

Was either a good system?

What kind of assistance would the teacher want for future telecourse work?

What suggestions would the television teacher give other teachers about to enter TV teaching?

From this data it would be hoped that pertinent information could be developed regarding items such as the following:

What sort of production help the television teacher needs.

The necessary qualifications of persons giving production help.

The best approach to course and individual lecture planning for television.



STATEMENT OF FINANCIAL AID

Research Funds Needed

Mailing Costs	8.00
Clerical Help	20.00
*Transportation for Interviewer	400.00

\* This figure really can't be estimated until selection of the teachers to be interviewed is made. This method of conducting this research is necessary if the most useful results are to be obtained. Please see attached data sheet for my qualifications as interviewer.

DATA SHEET OF RESEARCHER:

Name: J. David Lewis

Address:

Department of Speech  
University of Oregon  
Eugene, Oregon

Education:

B.S. in Speech, Northwestern University, Evanston, Illinois 1951.  
Graduate work in English and Speech, Indiana University and  
University of Oregon.

Experience:

Commercial Radio from 1944.

Commercial Television 1952-1955 WTTV, Bloomington, Indiana.

Announcer

Director

Production Manager

News Director

Educational Television 1955-1957 KETC, St. Louis, Missouri.

Producer-Director FAE Teaching Experiment

Production Manager

University of Oregon 1957.

Production Director of Interinstitutional Classroom Television.  
Experiment.

Instructor in Radio-Television.

I feel that I am particularly qualified to undertake this research due to long work in the production of commercial and educational television programs. My present job is in the production of credit courses on television at the University of Oregon. Although I have worked with Dr. John D. Whitney, Miss Charlotte Robinson, and Miss Marie Ernst in the FAE Teaching Project; with Father J.F. Bannon in the series "Latin America" for ETRC; and currently with Dr. Wendell Stephenson and Dr. Donald Tope, I feel the need of further exploration in the techniques of television course production. I know from personal experience that both the teachers and producers need greater knowledge in this area. My work of over a year as news director with WTTV gave me further experience in interviewing people which will be helpful in this proposed research.

December 28, 1957

Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,  
University of Wisconsin-Madison Department of Communication Arts,  
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from  
the National Endowment for the Humanities



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the  
National Endowment for the Humanities.